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COFFEE & TEA INDUSTRIES

75th YEAR

OCTOBER 1952

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education today—more coffee sales tomorrow

An important phase of the Pan-American Coffee Bureau's coffee promotion program takes place in America's schools. This phase is conducted by the Bureau's Educational Department which is making young America more coffee conscious by integrating the coffee story as part of students' in-school studies.

To accomplish this, the Bureau prepares and distributes interesting, informative material which teachers use as study aids in elementary, high school and college classes.

a fascinating story for youngsters

To promote interest in coffee among elementary school groups, the Bureau distributes a colorful combination story-workbook entitled "Coffee, the Story of a Good Neighbor Product".

This illustrated book contains an exciting story of coffee — its history, its growth, its preparation. In the workbook section of this study aid are attractive pictures to serve as themes for students' compositions . . . maps to study and to color . . . sewing directions for girls . . . art and language studies, music and craft ideas. Through this unique book, younger students learn about coffee in a fascinating way. These personal story-workbooks, of course, are taken home by the youngsters, where they serve as one more medium for impressing the coffee-story upon the American family.

making teen-agers coffee conscious

To reach students at the high school and college level — the young people of today who will be the wage earners and home makers of tomorrow — the Bureau distributes a variety of educational aids for use in Social Study, Economics, Current Events and Home Economics classes.

To promote a better understanding of inter-American trade, student study manuals and colorful trade maps are sent to the nation's schools. The study manual, "A Two Way Street Between the Americas", provides a complete and fascinating story of the flow of goods and ideas between the Americas. Through these manuals, students learn all about coffee, too — for coffee is the product used

as the example of how the law of supply and demand operates between nations.

In its educational program directed toward the home economics students, the Bureau concentrates on teaching America's young women how to make good coffee — for there is no better coffee "salesman" than a good cup of coffee!

For use in high school and college home economics classes, study manuals entitled "Coffee Now Being Served" and colorful "How to Make Good Coffee" wall charts are distributed through accredited schools and teachers. From this study material, thousands of young girls learn how to brew good coffee . . . how to prepare many coffee-flavored beverages and desserts . . . and how to plan basic menus with coffee as the beverage.

a continuing educational campaign

In the coming school year an advertising campaign scheduled for educational publications again will invite teachers to obtain the Bureau's coffee study aids for their classes. Teachers will also be invited to arrange for a showing of the Bureau's colorful 16 MM film entitled "Good Things Happen Over Coffee". This 28-minute sound film in color tells the fascinating story of coffee cultivation and processing in Latin America and this country.

All of the Bureau's educational material is distributed free *only* to accredited schools and teachers. Members of the trade who want quantities of the material for their own use may obtain it at cost.

This fundamental program of coffee education directed to America's youth will bring results in the future — for these students of today will make the families of tomorrow. They will be the wage earners and the shoppers — the coffee customers upon whom the continued increase in coffee consumption will depend.

Sincerely yours,

Chas. G. Lindsay

MANAGER

MEMBER OF
NCA



HELSINKI plays host with THERMALO



You see above a BURNS Continuous Roaster — part of a large shipment of BURNS equipment — being loaded for the journey to Helsinki.

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Seriously, Americans have no monopoly on the enjoyment of this highest-quality beverage brewed from Thermal-roasted coffee beans. Exports of BURNS Thermal Roasters — both batch and continuous — have been many and world-wide.

And speaking of championships, Thermal keeps on winning friends and setting quality standards all over the globe.

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By the

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A banner with the words "HAITI COFFEE" in large, bold, sans-serif capital letters. To the right of the word "HAITI" is a small logo of a bird with spread wings. The banner is set against a background of a dense pattern of coffee beans.

**HAITI
COFFEE**

is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



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Put "Vacuum Packed" to work for you!

Make the most of your most powerful sales point—the fact that your coffee is vacuum packed! Put a prominent "vacuum packed" seal on your package. Feature the vacuum packed story in your advertising!

There's tremendous selling power in those two words—vacuum packed! Don't waste it—make it work for you!

*"Coffee Buying Habits of Urban American Families"
Survey May, 1952—copies on request.



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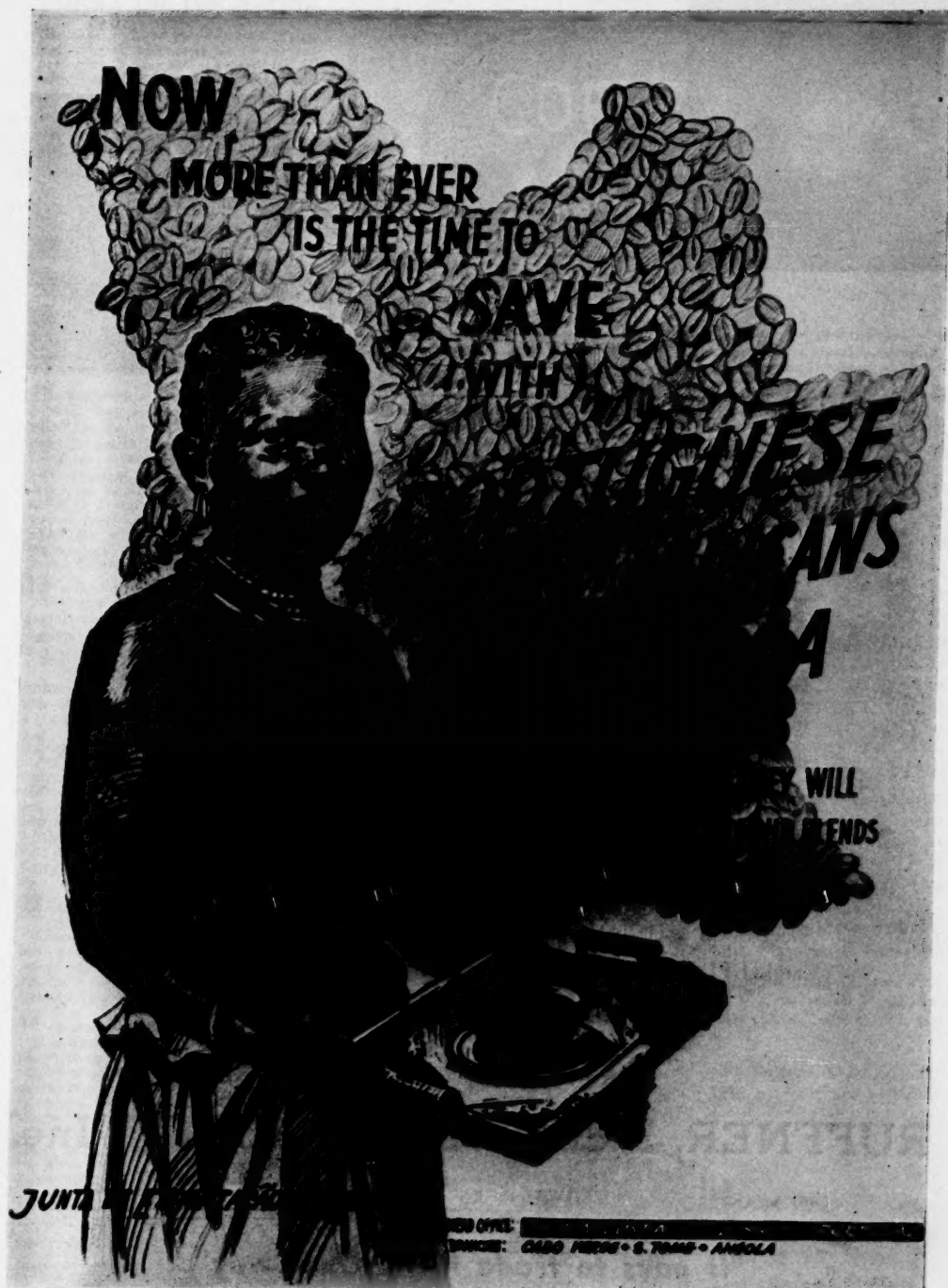
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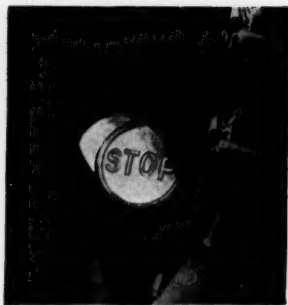
*For uniform quality and satisfied customers —
It will pay you to use these coffees in your blends*

FEDERACION CAFETALERA
CENTRO-AMERICA - MEXICO - EL CARIBE

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SAN SALVADOR, EL SALVADOR, C. A.





Safety—



with Coffee

RECENT Pan American Coffee Bureau publicity features the importance of roadside stops for coffee to overcome driving fatigue and thus promote safety in motoring. In view of the national accident record and present agitation for greater safety on our highways, this suggestion should result in fewer accidents and incidentally, greater coffee consumption.

IN THE buying of green coffee, we honestly believe that "Ruffner" service also assures Safety as well as satisfaction because of a closely knit and experienced national organization and **DEPENDABLE** connections in the producing countries.

RUFFNER, McDOWELL & BURCH, Inc.

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"It pays to trade the Ruffner way"

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 36, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and ploidim packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS

PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossetti Lithographing Co., Inc., North Bergen, N. J.

14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.

106 Water St., New York 5, N. Y.

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OCTOBER, 1952

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

OCTOBER 1952

Vol. 75, No. 10

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75th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Coffee brand loyalty

By DR. GEORGE H. BROWN, Professor of Marketing
School of Business
University of Chicago

Always a subject of keen interest to coffee roasters, brand loyalty among coffee buyers is examined in vast detail in this study, reprinted from *Advertising Age*.

In *Advertising Age* the study was accompanied by an imposingly detailed profile of coffee buying among 100 families during the year 1951, based on data from the *Chicago Tribune* consumer panel. The profile tabulated coffee purchases by family, type of family, brand and quantity for each month of the year.

The basic figures in the study are copyrighted by *Advertising Age*. The article is presented here by special arrangement with that publication.

Approximately 40 per cent of Chicago families had a marked preference for one brand of coffee during 1951, giving 75 per cent or more of their volume to their favorite, with scattered purchases of other brands. The other 60 per cent divided their purchases over four or

more brands, either as a regular thing or by switching from one brand to another during the year.

Perfect loyalty to any single brand was a rare event. Only ten families out of the group of 100 concentrated all their purchases on a single brand, and three of these families had no option in the matter since they made only one purchase during the calendar year 1951. On the other hand, one family reported buying 18 different brands during the year, and two other families, 13 and 14 different brands, respectively.

These findings are taken from a special tabulation of the consumer purchase reports collected on a continuous basis for the *Chicago Tribune* consumer panel. Of the 610 families who reported purchases every week during the calendar year, one hundred families who made one or more purchases of coffee were selected at random for special study . . .

The findings in regard to loyalty for coffee in the present study are very close to the results of a special study of coffee and powdered coffee covering the 12-month period September, 1948, through August, 1949. Since the special study was the forerunner to the present series, the basic method of collecting and analyzing the data is the same as in the present case. However, in the first study an arbitrary decision was made to consider four consecutive purchases of any brand as evidence that the buying behavior was non-random in character and therefore evidence of loyalty of some sort.

Following the same type of reasoning, it was possible to test whether the purchase pattern for any set of four or more purchases had changed during the time period under consideration. The coffee and powdered coffee purchases of a group of 552 families were analyzed in this manner with the following results in regard to "loyalty":

Undivided "loyalty"

	No.	%
1A Families buying one brand exclusively . . .	35	6.3

Table 1. Frequency Distribution of Pounds of Coffee Purchased per Year per Family

No. of lbs.	No. of Families	No. of lbs.	No. of Families
0	4	37	2
1	3	38	2
2	4	39	1
3	2	40	1
5	1	41	1
6	1	42	1
8	3	43	2
9	2	44	1
10	2	45	2
12	2	49	2
13	2	51	1
15	2	54	2
16	1	57	2
17	1	58	1
18	2	59	2
19	2	60	1
20	2	62	2
22	1	64	1
23	3	68	1
24	2	71	1
25	2	72	1
26	1	75	1
27	5	76	2
28	3	78	2
29	2	79	1
30	1	81	1
31	2	87	1
33	1	98	1
34	3	106	1
36	1	153	1
Total—3597 Average—35.97 lbs. Median—29 lbs.			

Table 2. Market Share by Brands

Brand	% of Pounds
Hills Brothers	17.6
Eight O'Clock	10.7
Chase & Sanborn	8.6
Manor House	8.0
Royal Jewel	6.0
Hixson	5.8
Top Taste	4.8
Maxwell House	4.1
Natco	1.8
Webb	1.3
Beechnut	1.2
57 other brands	30.1
100.0	

Table 3. Frequency Distribution of Number of Brands Purchased per Family

Number of Brands	Number of Families
0	4 in proportion
1	10
2	13
3	16
4	15
5	9
6	5
7	6
8	10
9	8
10	3
11	2
12	—
13	1
14	1
15	—
16	—
17	—
18	1
	100 in sample

1B Families showing major loyalty to one brand with occasional purchases of other brands 218 39.5

Total 253 46.8

Divided "loyalty"

2A Families dividing purchases more or less equally among two or more brands, with scattered purchases of other brands 44 8.0

2B Families dividing purchases unequally between two or more brands, with scattered purchases of other brands 53 9.6

Total 97 17.6

Unstable "loyalty"

3A Families switching from loyalty to one brand to loyalty to another 97 17.6

3B Families shifting loyalty temporarily, returning to original purchase pattern .. 22 4.0

3C Families loyal to three or more brands during the 12 month period 39 7.1

Total 160 28.7

No "loyalty"

4 Families purchasing brands at random .. 28 5.1

Insufficient Evidence

5 Families making less than four purchases 16 2.9

Grand Total 552 100.0

Further studies are now in process to reduce the arbitrariness of the definition of the number of purchases to give evidence of loyalty and to separate loyalty to the brand and loyalty to the store in which the brand is offered for sale.

If we return now to the 1951 purchase data, there is information of considerable interest in the basic data.

Table 4. Families Using Brand at Any Time

Brand	%	Brand	%
Chase & Sanborn	57	Hillman's	2
Hills Brothers	56	Holleb's	2
Manor House	46	Indiola (India Tea)	2
Eight O'Clock (A&P)	41	Kaffee Hag	2
Maxwell House	36	Major	2
Hixson	27	Midwest	2
Top Taste	17	Miller	2
Beechnut	15	Monarch	2
Natco (National)	15	Our Breakfast	2
Royal Jewel (Jewel)	15	Royal Guest	2
Webb	14	S&W	2
Red Circle (A&P)	11	Yacht Club (Hoops)	2
Stewart	10	Amber	1
American Deluxe		Biederman	1
(National)	9	150 Blend	1
Blue Brook (Jewel)	9	Del Monte	1
Bokar (A&P)	8	Economy	1
French Brand		Gardner Brothers	1
(Kroger)	8	I.G.A.	1
Sanka	8	Kolan (Stop & Shop)	1
Spotlight (Kroger)	7	Ko-wa-ba	1
Kroger	6	Lady Chase	1
Richelieu	6	Lushus Tru-Valu	1
Sunnymorn	5	Mission	1
Treasure Island	5	Morning Cup	1
Jewel Blend	4	Parker House	1
Breakfast Cup	3	Private Brands	1
Bulk	3	Progressive	1
Certified Red Label	3	Savoy	1
Euteco (Eureka Tea)	3	Sherman	1
Hyde Park	3	Sincerity	1
Superior	3	Su-Z-Q	1
Banks	2	Wells	1
Delco	2	World's Fair	1
Goldblatt	2	Your Breakfast	1

For example, a frequency distribution of families by pounds of coffee purchased per year provides us with the familiar evidence of the concentration of the bulk of the volume among a handful of buyers; although the degree of concentration is far less than for margarine and toothpaste. For example, the top 10 per cent of the families account for 25 per cent of the total pounds sold, while one-fifth or 20 per cent of the families average one pound per month or less, and account for less than 3 per cent of the market. If we combine this group of extremely light purchasers with the 4 per cent who buy no coffee at all, we find that 76 per cent of all families in Chicago really represent the market for coffee.

Perhaps the most striking aspect of coffee purchasing is the fact that a third of the market is divided among a host of brands, no one of which secures as much as 1 per cent of the market. As Table 2 shows, 68 different brands were purchased by the 100 families whose purchases are analyzed. While this ratio cannot be projected to the conclusion that there are almost as many brands as there are families, it is evident that the large coffee roasters do not gain any strong advantage in product quality or production cost; so that the market can and



BIG FOOD CHAINS AND TOP ROASTERS ARE DOING IT!

So why don't you, too?

GIVE YOURSELF A PROFIT BREAK!

A real coffee profit's in the bag for you, too, when you start packaging your brand in Steepolator Coffee Bags. Here's how to prove this to yourself.

1. Figure the cost of 7 ounces of your blend of roasted whole beans.
(This is the amount of coffee packed in a standard 20-bag Steepolator vacuum-sealed jar.)
2. Add to this a 10 $\frac{3}{4}$ ¢ packaging charge (\$1.29 per 12-jar case) which includes the cost of the jar, cap and label.
3. Subtract the total of the above jar costs from a suggested retail price of 60¢ to 69¢ per jar. The difference is the gross profit on 7 ounces of coffee to be spread between you, your jobbers and retailers.
4. Compare this spread on 7 ounces of coffee with the present profit on your one-pound tin.

The result will show you why Steepolator Coffee Bags are now on sale from coast to coast under the brand names of some of the big chains and best known roasters in the coffee industry.



HERE'S THE WAY TO PROVE STEEPOPOLATOR SALES:

After you've tested a sample case of Steepolator Coffee Bags containing your own blend, make a small 50-case market test in your own area. Send us 264 pounds of coffee in roasted whole bean form and 600 labels printed to Steepolator specifications. (You'll receive a credit against the packaging charge of \$.036 per case for the labels.) Spot distribute the 50 cases and watch them sell!

This market test offer is made to let recognized roasters see for themselves at little or no risk that the public wants Steepolator Coffee Bags. (Minimum orders thereafter are 1,000 cases).

Steepolator Coffee Bags are packed with your coffee under your brand.

*Write for information about the availability of patented
Steepolator machinery for your own plant.*

WILCOCK & COMPANY, Inc.
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS

Table 5. Comparison of Market Shares by Per Cent of Volume and by Per Cent of Families Sold

Brand	Per cent of Volume	Per cent of Families	Ratio
Hills Brothers	17.6	56	3.2
Eight O'Clock	10.6	41	3.9
Chase & Sanborn	8.6	57	6.6
Manor House	8.0	46	5.8
Royal Jewel	6.0	15	2.5
Hixson	5.8	27	4.7
Top Taste	4.8	17	3.5
Maxwell House	4.1	36	8.8
Natco	1.8	15	8.3
Webb	1.3	14	10.8
Beechnut	1.2	15	12.5

does support a large number of small sellers.

This is borne out further by the fact that the leading brand, Hills Bros., has only 17.6 per cent of the market, and only one of the heavily advertised national brands (Chase & Sanborn) places in the top five in the Chicago area.

Perhaps the difficulty with coffee lies in the fact that it is a product wherein individual taste is important, but which is consumed by the family as a unit, so that sharp loyalties are not likely to be formed. Toothpaste, in which taste is important, can more easily be handled by each individual, while margarine which is a family purchase unit, does not have the heterogeneous taste element that distinguishes toothpaste and coffee.

The low loyalty is clearly shown in Table 3 which shows that approximately half of the coffee-buying families use five brands or more (actually 46 out of the 90 families making five or more purchases during the year). Of the ten families buying one brand only, three made one purchase only, leaving 7 per cent of the panel "loyal" to one brand. This figure is very close to the 6.3 per cent reported in the 1948-49 study.

The haphazard methods of coffee purchasing are highlighted by the fact that one-fourth of all coffee buyers tried eight or more brands, most of which were in the nature of an occasional purchase, rather than a continuing series of switches. Family 467, which racked up the

Table 7. Classification of Families by Percentage of Purchases Accorded Brand Principally Bought

Classification	% of Families in Each Class
Over 75%	39
50-74.9%	17
25-49.9%	40
0-24.9%	4
Total - 100% and 100 families	

record of 18 different brands, did so while making only 44 purchases, which, as Table 1 indicates, is far from being unusual in terms of number of pounds. One could do almost this well by picking brands without looking at the label.

In spite of the occasional happy-go-lucky buyer, Tables 4, 5 and 6 show that the number of different families reached by a single brand is not impressively large. Only six brands are used by more than a fourth of the families, and these six are the market leaders. As before, the turnover is highest in the highly advertised brands, such as Maxwell House, which gets almost half its volume from families which buy less than a fourth of their volume in this brand, while the chain store brands get the bulk of their business from the small group which concentrates purchases on the store's brand. Chase & Sanborn is an exception in that slightly more of its volume comes from "loyal" buyers than comes from persons who pick up the brand on occasions.

Although it is difficult to make exact comparisons, the findings in Table 7 roughly bear out the analysis of "loyalty" described earlier for a special study covering coffee and powdered coffee purchased during 1948-49. The present study indicates fewer families giving undivided loyalty to one brand and more families dividing their purchases unequally between two or more brands or shifting temporarily to purchasing another brand. However, the tendency of the market to split primarily between a large group, which is essentially loyal to one brand, and an equally large group, which switches or divides purchases among two or more brands (with a small group buying mostly one brand with a strong second brand) is brought out in both analyses. The negligible group which buys at random is an extremely

(Continued on page 34)

Table 6. Analysis of Volume Concentration of Purchases for Five Brands Pounds per Brand per Category

Classification*	Chase & Sanborn		Hills Bros.		Maxwell House		Beechnut		Royal Jewel	
	lbs.	% of	lbs.	% of	lbs.	% of	lbs.	% of	lbs.	% of
Over 75%	127	41.1	398	63.0	25	17.1	—	—	141	65.6
50-74.9%	1	0.3	80	12.6	21	14.4	—	—	1	0.5
35-49.9%	61	19.7	34	5.4	32	21.9	25	56.8	61	28.4
0.1-24.9%	120	38.9	120	19.0	68	46.6	19	43.2	12	5.5
Total	309	100.0	632	100.0	146	100.0	44	100.0	215	100.0

*Classified into categories showing percentage of a single family's purchase accorded one particular brand.

SCHAEFER KLAUSSMANN CO., INC.

- 99 WALL STREET, NEW YORK 5, NEW YORK
- BOARD OF TRADE ANNEX, NEW ORLEANS 12, LA.

Coffee Importers and Agents



Methods of coffee processing, as well as growing, have been vastly improved since the National Federation of Coffee Growers of Colombia was founded 25 years ago. Here cherries are transferred into a hopper for removal of the pulp.



25 years of Colombia's Federation

To mark the 25th anniversary of the founding of the National Federation of Coffee Growers of Colombia, Andres Uribe, manager of the New York office, last month tendered a reception at the Time-Life Theater in Rockefeller Center, New York City.

Guests viewed the premiere of a new movie, "Colombia, The Land of Mountain Coffee", which showed the steps going into the growing and preparation of coffee in that country.

During the 25 years since the founding of the Federation, coffee output in Colombia has more than doubled while the quality has steadily improved—and the work of the organization is held to be responsible in a large measure for that achievement.

The Federation's primary function is to maintain and improve standards of coffee production in Colombia, spokesmen declared.

Federation policy

Manuel Mejia, manager of the organization, is said to have put it this way: "The policy of the Federation is to stabilize the industry and to aid producers through intensive campaigns to improve sanitary conditions, water supply, soil conservation; and to teach the growers better systems of cultivation and preparation to obtain a better product for export."

The organization is quasi-governmental. Its board of directors is composed of five directors appointed from the coffee growers and five from the ranks of cabinet officials. Tie votes in a director's meeting are settled by the vote of the president of Colombia.

Back in 1927, when the Federation started its work, Colombia's annual production was about 2,300,000 bags a year. For the current crop year it is estimated at 5,700,000 bags. Steadily down through the years, Colombia has supplied between 20 and 25 per cent of the United States coffee market, second only to Brazil.

American imports in 1951 were 20,357,000 bags, of which those from Colombia were 4,234,000 bags. The estimate for this year, prepared by the Federation, is 4,600,000 bags. For the first ten months of the coffee year that started October, 1951, the United States imported 3,762,745 bags from Colombia. This compared with 3,

344,741 bags the year before and was the best total since the 1947-48 year.

During the past quarter century the Federation has spent millions of dollars in experimental farming and the development of new coffee production techniques. Hundreds of coffee growers have attended schools where the emphasis has been on teaching small planters the advantages of scientific coffee culture.

The Federation started in 1927 with approximately \$20,000 a month collected from coffee exporters by means of a small, government-decreed tax.

Work on standardization

At its inception, the federation began work on standardization of the Colombian crop. Coffee was, and still is, grown there by many farmers. While there was wide variation in quality and value a quarter of a century ago, there is very little price differential among the several varieties of Colombian coffee today.

Another problem, which the association tackled almost immediately was that of financial assistance. Before, most of the small farmers leaned heavily on crop loans from large coffee exporters. By 1929, the Federation had begun to establish a string of warehouses for coffee storage. Growers were able to obtain credit by discounting their warehouse receipts.

Loans made against warehouse paper during the last crop year amounted to \$23,000,000. This contrasted with the \$11,000,000 in loans written during the 1945-46 period and the \$1,000,000 granted in the first year of operation 1932-33.

Similarly, loans made by the farm bank established in 1930 by the government have shown a steady increase over the years. Starting with 1,330 transactions in 1932 with an approximate value of \$700,000, they have grown to 32,000 loans worth about \$12,000,000 in 1950.

The Federation's experimental stations are largely credited with the increased and improved production accomplished in the last 25 years. The association now operates six experimental stations, of which Chinchina, in Caldas Department, is the largest.

Technicians are constantly studying all phases of coffee production with special emphasis on soil conservation.

(Continued on page 33)

Marketing

Says frequency is key to Hills Bros. success in use of spot radio

In January, 1951, Hills Bros. Coffee, Inc., San Francisco, added spot radio to supplement an already intensive use of more than 500 daily newspapers, says Printers' Ink in a special "task force" report on national spot radio. Spot time was purchased in every territory where the company has sales representation, following a general advertising policy of securing full family coverage of the market.

Hills Bros. spot radio comprises announcements bought on a station-by-station basis, with one exception of a network program on which a one-minute participation is used. More than 150 stations are on the schedule throughout the territory extending from the Pacific Coast to Ohio.

A. H. Dewees, of N. W. Ayer & Son's San Francisco office, declares frequency is an important advantage of spot radio to this client. Frequency must be considered a requisite on a commodity like coffee that is an item of at least weekly purchase by the consumer.

"Spot radio has the ability to deliver a large quantity of adequate messages on a practical cost basis," Mr. Dewees points out.

Spot radio also enables Hills Bros. to pinpoint the di-

rection of its sales messages. By confining its purchase to daytime it reaches housewives almost exclusively. Furthermore, spot radio permits relation of effort to the importance of the markets, and the number of spots used in each market depends on its size and importance.

After a full 12 months' use of daytime spot radio, this advertiser found results good enough to warrant continuation of the program for 1952. This year it is adding daytime television spots to the schedule in several markets where set ownership and daytime audiences justify it as advertising supplementary to the newspaper and spot radio full family coverage.

Big chains tie private coffee brands into "Real American Breakfast" drive

This year's promotion of the "Real American Breakfast", a fall campaign with the heaviest advertising set for late October and early November, is getting backing from coffee in a new way.

Participants in the related item drive include Aunt Jemima Pancakes, Birds Eye Frozen Orange Juice, Log Cabin Syrup and Swift's Premium Bacon.

Coffee, an indispensable part of the American breakfast, is in the deal through tie-ins by chain stores on their own private brands and by other retailers on any coffee they choose.

Chain cooperation is being carried through principally in the November issues of six store-distributed magazines—American Family, Better Living, Everywoman's, Family Circle, Western Family and Woman's Day.

These issues will carry consecutive four-color, two-thirds page ads for each of the four participating sponsors, all

(Continued on page 54)

W. R. GRACE & CO.

San Francisco

New York

New Orleans

QUALITY COFFEES

COLOMBIANS

Medellin
Tolima

Armenia
Girardot

Manizales
Libano

BRAZILS

Santos

Paranaguá

CENTRAL AMERICANS

Guatemala
Salvador

Nicaragua
Costa Rica

ECUADORS

Unwashed

Washed

Perpetual hedging

Fifth and last of a brass-tacks series of articles:
how to use the coffee futures market to advantage

By E. A. BEVERIDGE, *Commodity Economist*
Merrill Lynch, Pierce, Fenner & Beane

In the two preceding articles, we indicated that a customary hedging program is one in which a trade interest adopts a continuous hedging procedure, mainly selling futures every time he buys actual coffee and buying futures every time he makes a sale of actual coffee, green or roasted. Such operations, however, need not be automatic. They can be deferred with the realization that a market risk is thereby created.

A third program to be considered, in place of strict or modified adherence to the customary hedging mentioned would be the simple expedient of starting out by:

1. selling distant futures, if they are selling at a premium, against his average inventory, or
2. buying distant futures, if they are selling at a discount, against his average requirements.

He would hold these futures positions until about ten days before the first day of the futures month in question, when the futures would be transferred to the then more distant active month.

In the first case, the trade interest would be benefiting to the extent of the several premiums at which he makes the transfers. In the second case, he would be benefiting to the extent of the several discounts at which he makes the transfers. The plan would be continued as long as premiums or discounts prevailed, irrespective of any change in the price level.

The following example of the latter program, taken from the futures market during the past few years, will best illustrate its possibilities:

Date	Futures Bought & Sold	Price	Discount of distant under near month
11/21/49	Buy March 1950	43.90¢	
2/20/50	Sell March 1950	47.08¢	407 points
2/20/50	Buy Sept. 1950	43.01¢	
8/21/50	Sell Sept. 1950	56.25¢	291 points
8/21/50	Buy March 1951	53.34¢	
2/20/51	Sell March 1951	54.85¢	70 points
2/20/51	Buy Sept. 1951	54.15¢	
8/20/51	Sell Sept. 1951	52.90¢	305 points
8/20/51	Buy March 1952	49.85¢	
2/20/52	Sell March 1952	53.90¢	107 points
2/20/52	Buy Sept. 1952	52.83¢	
8/20/52	Sell Sept. 1952	54.37¢	141 points
8/20/52	Buy March 1953	52.96¢	

Sum of the discounts . . . 1,321 points profit

If March, 1953, were sold at, say 53.40¢, there would be an additional profit from the original purchase level of 43.90¢ on 11/21/49 to the liquidating level of 53.40¢ or . . . 950 points profit

Total profit . . . 2,271 points

If the March, 1953, price level fell to, say, 40.40¢ (instead of advancing to 53.40¢), there would be a loss

ARTICLES ON COFFEE FUTURES TO BE AVAILABLE AS A BOOKLET

The series of articles on opportunities in coffee futures, of which the accompanying installment is the fifth and last, will be made available in booklet form.

This announcement will be welcomed by members of the coffee industry who have been finding the articles a stimulating source of ideas on how trading in coffee futures can be used to advantage by all elements in the trade.

The articles were prepared by E. A. Beveridge, a seasoned commodity economist with Merrill Lynch, Pierce, Fenner & Beane, leading brokers with offices in key cities throughout the country.

in the price level of 350 points, but the trader would still be ahead 971 points (1,321 less 350 points), i.e. 9.71¢ per pound.

As each point is equal to \$3.25 on a contract, it is seen that a transaction involving only one futures contract would have resulted in a profit of \$4,295.25. From this there would, of course, be deducted the futures commissions paid to the commission house carrying the account.

The standard by which the success of such an operation is to be judged is the amount of discount at which each distant month is purchased under the near month; or, on the other hand, the amount of premium at which the distant month is sold over the near month. Because these discounts and premiums will in time almost wholly disappear, the extent of their disappearance will always be a profit. If the price change between the initial and final transactions results in a profit, this would be added; if it results in a loss, it would be deducted.

An effort has been made here to present this matter as simply as possible. Under the conditions cited, the inexperienced person may tend to look upon the liquidation of each transaction as a single entity and to ignore the objective of profits accruing from accumulative premiums or discounts. Totalling the results of all account sales as received from the broker he will—in the example cited—end up with the same result as the 2,271 points profit, as of course he must.

You will observe that in this example the transfer from the maturing month to the more distant month was made on the 20th of the preceding month (or the 21st if the 20th was a holiday. Perhaps the 15th or some other date would have been better. In practice, the trader will make the transfer at the time he considers best. The result of using the 15th prices would not

(Continued on page 22)

On the menu

developments among public feeding outlets

Coffee packers back Restaurant Month national promotion

Coffee packers are cooperating wholeheartedly to make the 1952 Restaurant Month promotion, which is taking place in October, a tremendous success.

Among the coffee roasters who are throwing support to the drive are:

Continental Coffee Co., which is carrying the official National Restaurant Association poster on its truck fleet.

Golf Prize Coffee Co., which is carrying the poster on its trucks and is also running a feature story in "The Friendly Cup," an external house organ distributed to 8,000 people in the restaurant and allied industry.

La Touraine Coffee Co., which is running ads on the promotion in the restaurant trade press.

Pan-American Coffee Bureau, which is using advertising plugs on the promotion in the trade press.

Standard Brands Inc., which is featuring an especially designed poster on the drive for its coast-to-coast truck fleet.

Stewart & Ashby Coffee Co., which is carrying advertising plugs on their Chicago newscasts from 6:55 to 7:00

a.m. over station WMAQ during the month. The company is also running local advertising on the promotion in newspapers.

Superior Tea and Coffee Co., which is putting the official poster on its truck fleet.

Automatic pilot lights on new coffee ranges

Automatic pilot lights are a feature of the new line of Vaculator coffee maker ranges, according to Jon Zitz, general sales manager.

The new line is offered at no increase in prices. Other features, besides the automatic pilots, include stainless steel bodies, vitreous enameled cast iron grates, high speed brewing burner, and a separate warmer burner for keeping coffee at proper serving temperatures.

Each burner in the stove has its own pilot light. These pilots are so arranged that they do not heat up the range body. Adjustments of the flame size can be made readily from the top of the range with a screwdriver.

The Vaculator line of gas ranges includes two, three and four burner in-line models as well as four and six burner double deckers. The series for use with natural or manufacturer gas includes the automatic pilots. The bottle gas series uses, instead, a combination warmer-pilot.

Wilkins Coffee names new agency

John H. Wilkins, Jr., president of the John H. Wilkins Coffee Co., Washington, D. C., today has announced the appointment of M. Belmont Ver Standig, Inc., Washington, D. C., advertising agency, to handle its account.

This is the first agency change the company has made during the past 23 years.

For Quality Brazilian Coffees —

PRUDENTE FERREIRA

COMISSÁRIA E AGRICOLA, S. A.

EXPORTERS

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Santos — Brazil

Fazenda Maragogipe, P. O. Box 223
Rolandia — Est. do Parana, Brazil

Cable Address: "PRUFER"

Director-President: Ulysses Ferreira Guimaraes

Director-Superintendent: Dorival Guimaraes Silveira

Director-Manager: Lamartine Ferreira de Albuquerque

Out of the Grinder

Solubles are beginning to come in distribution quantities off the lines of Tenco, Inc., Linden, N. J., plant run cooperatively by ten coffee roasters.

Jos. Martinson & Co., New York City, one of the participants, told about it in a trade advertisement that declared: "At last, an instant coffee worthy to bear the name Martinson's!"

Martinson's is packing its soluble, sold under the name "Martinson's Jomar Coffee," in two and five ounce sizes.

In the Southeast, the Fleetwood Coffee Co., Chattanooga, Tenn., another of the Tenco companies, is taking husky newspaper ads to announce Instant Fleetwood Coffee.

The Fleetwood ads on its soluble range from two column by ten inch insertions to half-page colored ones. Moreover, the company is switching its radio schedules from its regular coffee to the new product. TV announcements are being made on four Southeast TV stations. Point-of-sale material is being distributed and retail tie-in ads are being sought.

Vending machines continue to grow as a market for coffee. This fact was emphasized at the 17th annual convention of the National Automatic Merchandising Association.

In 1951, 340,000,000 units, or cups, of coffee were vended for a sales volume of \$20,000,000. This compares with 208,000,000 units and a \$10,000,000 volume in 1950.

For the same two years, all vended cup beverages climbed from \$59,000,000 to \$81,000,000 in sales. Where there were 1,400,000 vending machines in operation in 1947, in 1951 there were 2,743,107. Some 250,000 new machines were put into operation last year alone.

Automatically vended hot coffee is part of a coin-in-the-slot lunch machine recently put on the market by the Lunch-O-Mat Corporation of America, New York City.

The Lunch-O-Mat vends hot coffee, hot sandwiches, cold sandwiches, pies, pastries, milk, chocolate milk and juices.

That coffee concentrate which is being distributed on the West Coast by dairy companies seems to be here to stay, at least for a while.

After a two-months test-marketing program in the San Francisco market, Q-Brand Coffee, a water-extraction concentrate put out by The Foster Coffee Co., has been placed on general sale in the San Francisco Bay region.

Distributed exclusively through wholesale dairy dealers, it has already achieved 80 to 90 per cent distribution to food stores, according to the company.

Dairy distributors place it in grocers' dairy display cabinets along with the dairy items they deliver. Refrigeration is said to maintain the new concentrate's flavor.

Packaged in glass, a size retailing for 79 cents is said to equal a pound of

coffee in the number of cups it will make.

After the more extended marketing program now starting has proved the product, distribution will be extended gradually to 11 Western states.

Thomas Foster, president of the concern, also is president of Martin-Dell Milk Co., a wholesale dairy products distributor.

Black-market coffee is as big a problem for Germany as bootleg whisky used to be in the United States, it was reported recently.

The problem is a simple one of supply, demand, price and taxes.

On the German retail market, coffee

sells for about \$4 a pound. About \$3 of this is German tax.

If you are one of those curious souls who like to try anything new at least once, you might let us know how you like Gaelic coffee made this way:

Into a Burgundy glass drop two or three teaspoonfuls of granulated sugar. Add a noggin of Irish whisky, add black coffee, piping hot. Then very slowly, drip by drip, add enough fresh cream to form a layer about half an inch deep. Do not stir.

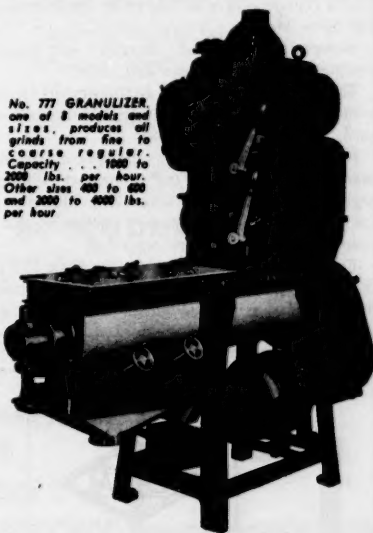
As you tilt your glass, the sugar sweetens the whisky, the whisky flavors the coffee, and the cream acts as a sort of softening filter.

GRANULIZED COFFEE IS UNIFORM



Pound for Pound
It's Always Ground
Exactly the Same

No. 771 GRANULIZER,
one of 8 models and
sizes, produces all
grinds from fine to
coarse regular.
Capacity . . . 1000 to
2000 lbs. per hour.
Other sizes 400 to 600
and 2000 to 4000 lbs.
per hour



YOUR customers appreciate uniformly ground coffee . . . coffee they can brew the same, day in and day out . . . with consistently fine flavor and aroma. Gump Coffee Granulizers produce those cool, uniform, full-flavored grinds with unflinching mechanical precision. They'll produce any grind from fine to coarse regular by instant single or double lever control . . . and any grind previously produced can be exactly duplicated at will. Coffee plants, all over America, have accepted Granulizers as the standard of coffee grinding excellence. Experience has been so satisfactory that the "repeat order" average now shows 3 Granulizers per user. Let our capable engineers help you plan the most efficient and economical Granulizer installation for your specific needs. Write today.

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Crops and countries

coffee news from producing areas

DEC explains basis for minimum prices on various grades

The Divisao da Economia Cafeeira has declared that, in accordance with the law establishing minimum prices for coffee, sale declarations cannot be registered if the price is under the minimum, it is reported by Octavio Veiga, Santos representative of Coffee & Tea Industries, formerly The Spice Mill.

However, "agios" and "disagios" will be considered according to type, cup, bean and color.

The minimum bases are as follows, in cruzeiros per ten kilos: basis type 4, strictly soft, 198.00; soft only, 197.00; hard, 196.00; Rioish, 193.00.

If, however, quotations in the spot market of Santos, are over these minimums, the quotations will prevail when registering sales declarations. The "disagio" of 25 points for the ports of Rio de Janeiro and Angra dos Reis and 50 points for Paranaguá are cancelled.

Figuring loading expenses on the basis of 12.00 cruzeiros per ten kilos, the sales declaration will be accepted whenever the net value is not under the Santos spot quotations on the same date and for identical description.

The "agios" and "disagios" for Santos type coffees will be as follows:

"Agios": Type 2, 2.00; type 3, 1.00; type 3/4, 0.50; type 4, basis. "Disagios": Type 4/5, 1.00; type 5, 2.00; type 5/6, 3.00; type 6, 4.00; type 6/7, 5.00; type 7, 6.00; type 7/8, 7.00; type 8, 8.00.

Coffee of types inferior to number 8, containing up to 1 per cent defects and being made up of grinders, will carry a "disagio" of 10.00 cruzeiros per ten kilos.

On a cup basis, hard coffees will get a "disagio" of 2.00 cruzeiros per ten kilos; Rioish, 5.00.

As for the beans on a screen basis, "agios" will go as follows to flat beans on the basis of cruzeiros per ten kilos: screen 19, 3.00; screen 18, 2.00; screen 17, 1.00; screen 16/15, basis. "Disagios", screen 14, 2.00; screen 13, 3.00; screen 12, 4.00; screens 11, 10 and bottom, 6.00.

In Moka beans, screen 13, 12 and 11 are the basis, with "disagios" of 1.00 to 2.00 cruzeiros going to screens 10, 9 and 8.

When coffee represents a mixture of various screens, the average of the screens will be taken into consideration to calculate the "agios" and "disagios".

On style and color, light color will get a "disagio" of 1.00 cruzeiro per ten kilos; dark medium or blemished, 1.00 to 2.00; yellow or yellowish, 2.00 to 5.00; earthy or rainy, 2.00 to 10.00; with "broca", depending on appearance, 5.00 to 10.00.

Brazil's coffee areas tabulated

In 1951 Brazil had 2,707,269 hectares planted to coffee, according to the statistical service of production in the Ministry of Agriculture. A hectare equals 2.471 acres.



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

Trade Roast

By Douglas H. Wood



"Well, they ordered French roast, didn't they?"

The main area were distributed as follows: São Paulo, 1,409,159 hectares; Minas Gerais, 576,965; Paraná, 269,371; Espírito Santo, 243,734; Bahia, 62,246; Rio de Janeiro, 56,315; Pernambuco, 36,507; Goiás, 25,496.

As regards yield per hectare, the biggest returns were in kilos, as follows: Paraíba, 2,101 kilos; Matto Grosso, 923; Parana, 791; Goiás, 752; Rio de Janeiro, 639; St. Catarina, 624; Maranhão, 461; Acre, 443; Alagoas, 440; Minas Gerais, 390; São Paulo, 364.

Other States present yields inferior to these.

Sees smaller crops in Minas Gerais and Parana

Although a new estimate has not yet been prepared for the 1952/53 coffee crop, Oswaldo Franco, president of the National Coffee Department (in liquidation) declared recently that production in Minas Gerais and Parana are not likely to reach even the revised figures of 1,600,000 and 4,426,000 bags respectively.

He said he foresees a small current crop (July, 1952, to June, 1953), but stated that present rains in the interior have alleviated the possibilities of a very small crop during July, 1953, to June, 1954.

Open new markets for Colombian coffee

A new market for Colombian coffee was opened through an agreement signed in Bogota recently by the British government and Arturo Bonnet, chief of the Colombian Exchange Control Bureau.

Under the agreement, Great Britain will purchase \$10,000,000 in Colombian coffee for re-export to other countries.

In turn, Colombia extended to Great Britain the privileges of the compensation agreements with West Germany and Italy, by permitting the import of small British-made cars, radios, china and wines.

However, Great Britain will not be allowed to re-export Colombian coffee to countries of the Western Hemisphere, nor to European countries with which Colombia already has signed compensation agreements. In the latter group are Belgium, Denmark, West Germany, Finland and Italy. The recent agreement also excepts those countries with

(Continued on page 54)

OCTOBER, 1952

TIME FOR A CHANGE

One of the remarkable characteristics of chicory is the enthusiastic loyalty it builds. Regardless of the price of coffee, consumers quickly note its absence. It's one instance where the heart grows fonder by its presence. Buy Muller's more flavorful chicory and watch your sales increase.

E. B. MULLER & CO.

53 Wooster St.
New York

613-615 South Peters St.
New Orleans, La.

Factories in Michigan

**THERE'S A
DIFFERENCE
IN TEA—
AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**

**Tender
Leaf
TEA BAGS**

**Chase &
Sanborn
COFFEE**

PRODUCTS OF STANDARD BRANDS INCORPORATED

Perpetual hedging

(Continued from page 17)

vary much, if any, from that shown in the example given.

Space limitations prevent us from including further examples along these lines. There are other possibilities in the use of straddles. The reader can exercise his ingenuity in these matters, or consult his brokers.

APPENDIX

No analysis of this kind would be complete without listing the costs of the individual items in making a delivery on a futures contract and the cost of receiving such coffee.

When delivery on futures is contemplated, it is better—and in fact customary—for the owner to ask the Exchange to sample the coffee officially on the dock immediately on its arrival in New York and then to grade and classify it. If the Exchange finds that it is deliverable, then the owner sends it into a licensed warehouse where it is again officially sampled. The new samples are sent to the Exchange to be checked against the first or dock samples, to see that they are of the same color and character. The second set is not customarily graded or "cupped". If the samples are found to be in harmony, the Exchange will issue an official certificate of classification, which is good indefinitely. If the owner intends to make immediate delivery, he will have the coffee officially weighed as it enters the warehouse. Weighing must be done within the ten working days prior to the day of delivery.

The charges incurred in making delivery, as above, of a contract of 32,500 pounds, in about 250 bags, are listed below:

Item	Per contract at the price of 50¢ per lb.
Table A. Cost to make delivery on futures	
1. Sampling on dock, \$2.50 for first chop and 75¢ for each additional chop. Most lots consist of only one chop. A 5-pound sample in duplicate is drawn from each chop. Say,	\$ 5.00
2. Transfer charge from, say, New York Dock Co. pier to New York Dock warehouse, 9¢ per bag minimum. (Rates for trucking from other Brooklyn piers and from New York	22.50

Dock Co. warehouse depend on length of haul).	
3. Labor in and out of warehouse, 18¢ per bag.	45.00
4. Charge by warehouse to check uniformity of coffee as it goes into warehouse, 3½¢ per bag. (If already in warehouse, rate is 9¢ per bag)	8.75
5. Storage, 9¢ per bag per month. Usually no more than one month's storage would be incurred. (On deliveries up to and including July, 1953, the deliverer is responsible for storage up to but not including the day of delivery. On contracts maturing thereafter, he is responsible for storage up to and including the day following the day of delivery).	22.50
6. Weighing, 7¼¢ per 100 pounds, about	24.00
7. Sampling in warehouse, same as Item 1, say,	5.00
8. Loss from sampling, 20 lbs. or multiples thereof, say,	10.00
9. Grading, 12¢ per bag. Deliverer pays this, unless delivery notice is issued before grading in which case deliverer and receiver each pay 6¢ per bag. Say,	30.00
10. Fire insurance for, say, two weeks until delivery, at about 25¢ to 30¢ per \$100 per annum. Rates vary with the type of warehouse. Estimated at	\$ 10.00
11. Interest at, say, 4% per annum for two weeks until delivery, say,	25.00
12. Commission to broker to sell futures, member \$20, non-member \$40, maximum. Rate varies with price.	40.00 ?
13. Commission to broker to make delivery, same as Item 12	40.00 ?
14. Mending torn bags, replacing stained bags and combining light weight bags on arrival; cost depends on work involved	?
15. Delivery of ship samples and custom house entry, if incurred, say,	10.00
Total for a non-member	\$297.75

COFFEE

STEWART, CARNAL & CO., LTD.

**IMPORTERS
NEW ORLEANS**

Direct Connections in Most Coffee Producing Countries

This equals 92 points for a non-member and 80 points for a member, on the above assumptions.

Table B. Cost to accept delivery

1. Commission to buy futures varies with the price level, maximum \$40 for non-member, \$20 for member; free for accepting delivery is the same. \$ 80.00 ?
2. Grading charge \$15, but only if delivery notice is issued prior to grading. 15.00 ?

Table C. Cost to carry certificated coffee.

1. Storage at the rate of \$22.50 per month \$ 22.50 ?
2. Interest depends on time coffee is carried, on its value and on the interest rate ?
3. Fire etc. insurance depends on time involved, value and warehouse rating ?

Table D. Cost to re-deliver certificated coffee

1. Commission to sell futures and make delivery varies with price, maximum \$80.00 for non-member, \$40 for member \$ 80.00 ?
2. Arbitrary allowance for loss in weight, if coffee is not re-weighed, is 1/4 lb. per 130 lbs., or about 1/3 of 1%, per month on Brazilian coffee; for one month it would be, at 50¢ per lb., 32.50

Otis, McAllister marks 60th anniversary

Otis, McAllister & Co., coffee importers and general exporters, last month celebrated the 60th anniversary of its founding.

Opened for business September 12th, 1892, with the export of flour as the principal commodity, the firm today is one of the largest distributors of green coffee in the world, and continues to do a substantial general export business to Latin America, Philippine Islands and Europe.

James Otis, M. Hall McAllister and Everett N. Bee, all of pioneer families, were founders of the organization. The late Mr. Otis was the son of James Otis, mayor of San Francisco from July, 1873, to November, 1875. Mrs. James Otis, widow of the founder, is a resident of San Francisco.

Otis McAllister, in addition to the headquarters at 310 Sansome Street, has offices in New York, New Orleans, Chicago, Los Angeles, Seattle, Houston, St. Louis, and Toronto, Canada. Allied interests have offices and coffee mills in Mexico, Central America and some of the countries of South America.

Booklet on spray drying, used in soluble coffee manufacture, announced by Snell

A new booklet for companies interested in spray drying, important in the manufacture of soluble coffee, has been announced by Foster D. Snell, Inc., New York City.

The eight-page booklet, entitled "Zinzinia Packaged Unit Spray Dryers," contains complete information on performance and price of spray dryers engineered by Snell.

HAYES G. SHIMP (CANADA) LTD.

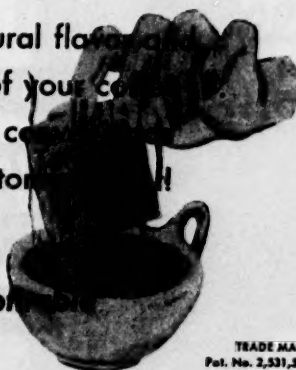
*Coffee Brokers
Tea Importers*

15 TORONTO STREET
TORONTO 1, ONT., CANADA

Cup Brew Coffee Bags

The natural flavor and
aroma of your coffee
plus the convenience of
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Good to the last drop!

1951-52 world coffee output revised downward by USDA; total exports higher in 1951

The United States Department of Agriculture has revised downward its estimate of the world's 1951-52 exportable coffee production. The department now thinks the total will be nine per cent less than it originally figured.

Total exports of coffee during the 1951 calendar year were nine per cent above the year before, USDA said.

The revised estimate of exportable production for 1951-52 is now placed at 29,300,000 as compared with an earlier forecast of 31,700,000 bags. The 1950-51 figure was 30,100,000 bags and the 1949-50 total was 29,300,000 bags.

A tentative unofficial forecast places total world coffee production for 1952-53 about 5 to 10 per cent above 1951-52. This forecast may vary considerably, as it was made on the assumption that favorable growing conditions will continue in the main producing countries.

In addition to the 1951-52 world exportable coffee production, an estimated 8,300,000 bags were produced for domestic consumption. This brings the estimated total world coffee production to 37,600,000 bags as compared with 38,200,000 bags during 1950-51 crop year. This decrease is attributed primarily to adverse weather conditions in some major producing areas.

Revised Brazilian exportable coffee production for 1951-52 is now placed at 14,300,000 bags, or 1,500,000 bags below the 1950-51 estimate of 15,800,000 bags.

Exportable production in Colombia, the second largest coffee producing country in 1951-52, is estimated at 4,700,000 bags or 200,000 bags above the 4,500,000 bags in 1950-51.

World coffee exports during the calendar year 1951 totaled 31,700,000 bags as compared with the 1950 total of 29,000,000 bags. Brazil, the largest coffee exporting country, exported 16,400,000 bags. Colombia, the second largest country exported 4,800,000 bags. The Dominican Republic ranked third with 1,100,000 bags; Angola fourth, with nearly 1,100,000 and French West Africa fifth with over 1,000,000 bags.

Of Brazil's total 16,400,000 bags exported during 1951, the United States, the most important outlet, took 67 per cent; France and Sweden ranked second with 4 per cent each; Belgium, the Netherlands, and Argentina next with approximately 3 per cent each. The remaining 16 per cent was taken in varying quantities by numerous other countries.

McGarvey Coffee promotes two

R. M. McGarvey, president of the McGarvey Coffee Co., Inc., packers of Flame Room Coffee and Tea, has announced the appointment of Walter C. Steiner, formerly sales manager of the St. Paul area, as general sales manager of all divisions.

Donald J. Asplund, previously sales manager of the hotel and restaurant division, has been named assistant general sales manager.

Larger coffee crop in Madagascar

Estimates of the Madagascar Agricultural Service place the 1952 coffee crop at 34,780 metric tons as compared with 25,971 tons in 1951.

Europe

Europe's coffee imports higher during first half of 1952, summary shows

Coffee imports into Europe are, with a few exceptions, on the increase, according to a summary for the first half of 1952 by Jacques Louis-Delamare, of Le Havre, France.

Mr. Louis-Delamare declared that coffee imports figures for Europe are very close to 5,000,000 bags for the first six months of the year—4,910,000 bags against 4,500,000 last year.

The increase in France is of 9 per cent. Considering the drop in the stocks since January, the increase in French consumption can even be higher than 9 per cent. In 1937 France imported 3,092,000 bags; and 2,528,000 in 1951.

Italy reached the half-million-bag mark, an increase of 30 per cent over 1951. In 1937 Italy imported only 565,000 bags for the whole year, against 765,000 bags in 1951. This proves that democracy is good for coffee promotion.

The United Kingdom, from January to June imported 474,000 bags against 428,000 bags in 1951 and 316,000 bags during the 12 months of 1937. The increase of internal coffee consumption in Great Britain is surely not 50 over the prewar total, and the probable derationing of tea, which seems to be in sight, will probably advance the national British beverage at the expense of coffee.

Belgium's figures are 470,000 bags for the half year. Coffee imports in Belgium are remarkably stabilized: 912,000 bags in 1951, and 852,000 bags in 1937.

For the half year, Western Germany imported 430,000 bags against 300,000 bags last year, a remarkable increase of 43 per cent. In 1936 Germany had imported 2,588,000 bags, but in 1952, 28 per cent of the German population is behind the iron curtain.

In 1951 imports into Switzerland for the first six months had reached 217,000 bags; the total is only 159,000 in 1952. But in 1951, according to the advice of Swiss authorities, the housewives had piled up a "security stock" in case of trouble in Europe. In 1952 they have been consuming a large part of their security stocks—and as Swiss are wise people, this is rather encouraging. In 1937, Switzerland imported 225,000 bags.

Holland imported 133,000 bags during the first half of the year, against 194,000 bags last year for the same period. Holland is the only European country which has imported less coffee in 1952 than in 1951, during the same period of six months. But for all classical statisticians, import, consumption, and transshipment figures in Holland are a hopeless tangle.

Sweden, Norway, Denmark and Finland are all making progress compared with 1951. They imported 881,000 bags from January to June, against 697,000 bags for the same period last year, and 1,831,000 bags for the whole year 1937.

Denmark ends coffee rationing

Coffee is to be freed in Denmark after 13 years of rationing, the minister of commerce announced in Copenhagen.

(Continued on page 56)

OCTOBER, 1952

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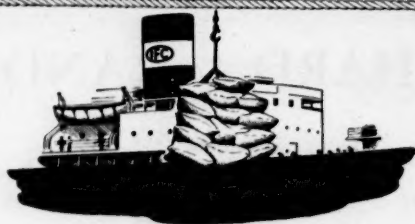
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Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Graco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neib—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chin—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
GJ—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
NJ—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
10/10	Vindoggen	UFruit	Cristobal ² 10/13
10/15	Snefeld	UFruit	Cristobal ² 10/18
10/31	Marna	UFruit	Cristobal ² 11/3
11/5	Gunnars Knot	Grace	LA11/16 SF11/19 Sell/24
11/28	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
12/10	Cstl Aventure	Grace	LA12/21 SF12/14 Sell/29

AMAPALA

10/22	Anchor Hitch	Grace	Cristobal ¹ 11/2
10/24	Marna	UFruit	Cristobal ² 11/3
11/2	Gunnars Knot	Grace	LA11/16 SF11/19 Sell/24
11/2	Cstl Aventure	Grace	Cristobal ¹ 11/12
11/13	Cstl Homad	Grace	Cristobal ¹ 11/13
11/25	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
12/7	Cstl Aventure	Grace	LA12/21 SF12/14 Sell/29

ANGRA DOS REIS

10/16	Villager	Wes-Lar	LA11/12 SF11/15 Poll/20 Sell/22 Val1/24
10/25	Ravenger	Wes-Lar	LA11/19 SF11/22 Poll/27 Sell/29 Val2/1
11/2	Forester	PAB	LA11/22 SF11/24 Val1/29 Sell/2 Pol2/4
11/13	Grenager	Wes-Lar	LA12/7 SF12/10 Pol2/15 Sell/17 Val2/19
12/2	Trader	PAB	LA12/22 SF12/25 Val2/31 Sell/1 Pol1/5

BARRANQUILLA

10/14	Cape Ann	UFruit	NY10/26
10/14	Gunnars Knot	Grace	LA11/16 SF11/19 Sell/24
10/15	Santa Sofia	Grace	NY10/20
10/21	Cape Avon	UFruit	NY11/2
10/21	Lovers Band	UFruit	N011/3
10/23	Santa Clara	Grace	NY10/28
10/28	Cape Cod	UFruit	NY11/9
10/29	Santa Monica	Grace	NY11/3
11/4	C. Cumberland	UFruit	NY11/16
11/4	Findor Knot	UFruit	N011/17

SAILS	SHIP	LINE	DUE
11/6	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
11/6	Santa Sofia	Grace	NY11/11
11/11	Mabella	UFruit	NY11/23
11/18	Manauki	UFruit	NY11/30
11/18	Cstl Aventure	Grace	LA12/21 SF12/24 Sell/29
11/18	Lovers Band	UFruit	N012/1
11/25	Cape Cod	UFruit	NY12/7

BARRIOS

10/12	Findor Knot	UFruit	N010/19
10/13	Copan	UFruit	NY10/20
10/16	Byford	UFruit	N010/20
10/18	Avenir	UFruit	Ha10/23 N010/26
10/19	Mabella	UFruit	NY10/26
10/25	Mayari	UFruit	N011/3
10/26	Cape Ann	UFruit	NY11/2
11/1	Mataura	UFruit	N011/6 N011/9
11/2	Thulin	UFruit	NY11/9
11/8	Byford	UFruit	N011/13 N011/6
11/9	Conan	UFruit	NY11/16
11/15	Avenir	UFruit	N011/20 N011/23
11/16	Mabella	UFruit	NY11/23
11/22	Mayari	UFruit	N011/27 N011/30
11/23	Manauki	UFruit	NY11/30
11/29	Mataura	UFruit	N012/4 N012/7
11/30	Thulin	UFruit	NY12/7

BUENAVENTURA

10/13	Bresle	Independence	LA10/29 SF10/31 Poll1/3 Val1/6 Sell/8
10/13	Santa Cecilia	Grace	NY10/20
10/14	Santa Ines	Grace	NY10/21
10/20	Santa Margarita	Grace	NY10/27
10/26	Santa Eliana	Grace	LA11/3 SF11/4 Sell/11
10/27	Santa Isabel	Grace	NY11/3
10/28	La Hve	Independence	LA11/9 SF11/12 Poll1/16 Sell/18 Val1/20
11/3	La Bault	Independence	LA11/16 SF11/19 Poll1/23 Sell/25 Val1/26
11/3	Santa Barbara	Grace	NY11/10

SAILS	SHIP	LINE	DUE
11/8	Santa Elisa	Grace	LA11/16 SF11/18 Sell/24
11/15	Santa Auna	Grace	LA11/24 SF11/26 Sell/3
11/21	Winnipeg	French	LA12/5 SF12/8 Val2/12 Sell2/16 Pol2/20
11/28	Santa Leonor	Grace	LA12/6 SF12/8 Sell2/14

CARTAGENA

10/18	Santa Paula	Grace	NY10/22
10/22	Levers Bend	UFruit	N011/3
10/25	Santa Rosa	Grace	NY10/29
11/1	Santa Paula	Grace	NY11/5
11/5	Frieder Knot	Grace	N011/17
11/8	Santa Rosa	Grace	NY11/12
11/19	Levers Bend	UFruit	N012/1

CHAMPERICO

11/8	Gunnery Knot	Grace	LA11/16 SF11/19 Sell/24
12/1	Anchor Hitch	Grace	LA12/9 SF12/12 Sell2/17
12/13	Citl Avnturer	Grace	LA12/21 SF12/24 Sell2/29

CORINTO

10/15	Canche	Independence	LA10/27 SF10/29 Poll/2 Sell/5 Vall/6
10/17	Bresle	Independence	LA10/29 SF10/31 Poll/3 Vall/6 Sell/8
10/22	Mama	UFruit	Cristobal ¹ 11/3
10/25	Anchor Hitch	Grace	Cristobal ¹ 11/2
10/31	La Heve	Independence	LA11/9 SF11/12 Poll/16 Sell/18 Vall/20
11/1	Gunnery Knot	Grace	LA11/16 SF11/19 Sell/24
11/6	Citl Avnturer	Grace	Cristobal ¹ 11/12
11/17	Citl Nomad	Grace	Cristobal ¹ 11/23
11/24	Anchor Hitch	Grace	LA12/9 SF12/12 Sell2/17
12/6	Citl Avnturer	Grace	LA12/21 SF12/24 Sell2/29

CRISTOBAL

10/13	Mabay	UFruit	NY10/21
10/14	Santa Cecilia	Grace	NY10/20
10/20	Cape Ann	UFruit	NY10/26
10/21	Santa Margarita	Grace	NY10/27
10/25	Levers Bend	UFruit	N011/3
10/27	Cape Avinof	UFruit	NY11/2
10/28	Santa Isabel	Grace	NY11/3

SAILS	SHIP	LINE	DUE
11/3	Cape Cod	UFruit	NY11/9
11/8	Fiedor Knot	UFruit	N011/17
11/10	C. Cumberland	UFruit	NY11/16
11/17	Cape Ann	UFruit	NY11/23
11/22	Levers Bend	UFruit	N012/1
11/24	Cape Avinof	UFruit	NY11/30
12/1	Cape Cod	UFruit	NY12/7

DAR es SALAAM

10/23	Charlotte	Lykes	Gulf 11/27
10/28	Afr. Rainbow	Farrell	NY11/30
11/2	Sarangani	JavPac	LA12/30 SF1/4 Pol/12 Sell/16 Vall/18
11/7	Leslie	Lykes	Gulf
11/23	Afr. Moon	Farrell	NY12/26
11/30	Louise	Lykes	Gulf
12/13	Charles	Lykes	Gulf

DURBAN

10/11	Charlotte	Lykes	Gulf
10/22	Leslie	Lykes	Gulf
10/24	Sarangani	JavPac	LA12/30 SF1/4 Pol/12 Sell/16 Vall/18
10/31	Louise	Lykes	Gulf
11/24	Charles	Lykes	Gulf
11/26	Lombok	JavPac	LA1/31 SF2/4 Po2/12 Sell/16 Vall/20
12/5	Mayo	Lykes	Gulf
1/2	Bintang	JavPac	LA3/2 SF3/7 Po3/14 Sell/18 Vall/21

EL SALVADOR

10/13	Herolide	Italian	LA10/23 SF10/26 Val0/31 Sell/4 Poll/8
10/17	Canche	Independence	LA10/27 SF10/29 Poll/2 Sell/5 Vall/6
10/17	Washington	French	LA10/28 SF10/31 Poll/4 Sell/8 Poll/12
10/19	Bresle	Independence	LA10/29 SF10/31 Poll/3 Vall/6 Sell/8
11/2	La Heve	Independence	LA11/9 SF11/12 Poll/16 Sell/18 Vall/20
11/4	Wyoming	French	LA11/15 SF11/19 Vall/25 Sell/29 Poll2/1
11/8	La Baule	Independence	LA11/16 SF11/19 Poll/23 Sell/25 Vall/26

GUATEMALA

10/14	Herolide	Italian	LA10/23 SF10/26 Val0/31 Sell/4 Poll/8
10/18	Canche	Independence	LA10/27 SF10/29 Poll/2 Sell/5 Vall/6

SOME LIKE IT HOT ... SOME LIKE IT COLD ...

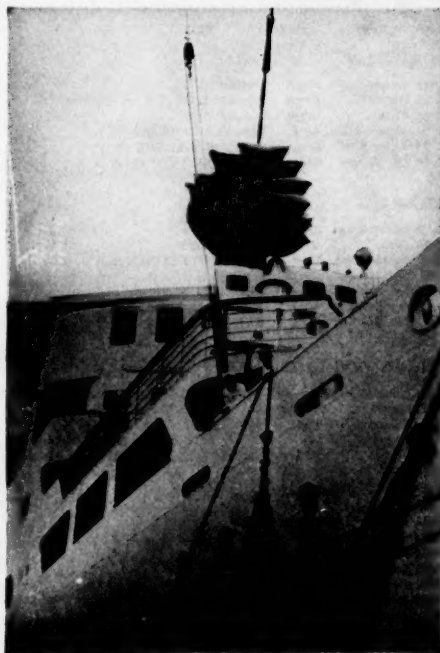
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SAILS	SHIP	LINE	DUE
10/20	Bresle	Independence	LA10/29 SF10/31 Pol1/3 Val1/6 Sel1/8
10/22	Washington	French	LA10/28 SF10/31 Val1/4 Sel1/8 Pol1/12
10/31	Ctli Avnturer	Grace	Cristobal ¹ 11/12
11/3	La Heve	Independence	LA11/9 SF11/12 Pol1/16 Sel1/18 Val1/20
11/9	Wyoming	French	LA11/15 SF11/19 Val1/25 Sel1/29 Pol2/1
11/9	La Baule	Independence	LA11/16 SF11/19 Pol1/23 Sel1/25 Val1/26
11/11	Ctli Nomad	Grace	Cristobal ¹ 11/23

GUAYAQUIL

10/22	Santa Eliana	Grace	LA11/3 SF11/4 Sel1/11
11/12	Santa Juana	Grace	LA11/24 SF11/26 Sel2/3

La GUAIRA

10/16	Santa Paula	Grace	NY10/22
10/23	Santa Rosa	Grace	NY10/29
10/30	Santa Paula	Grace	NY11/5
11/6	Santa Rosa	Grace	NY11/12

LA LIBERTAD

10/14	Snefeld	UFruit	Cristobal ¹ 10/18
10/30	Marna	UFruit	Cristobal ¹ 11/13
11/1	Ctli Avnturer	Grace	Cristobal ¹ 11/12
11/5	Gunnery Knot	Grace	LA11/16 SF11/19 Sel1/24
11/12	Ctli Nomad	Grace	Cristobal ¹ 11/23
11/28	Anchor Hitch	Grace	LA12/9 SF12/12 Sel2/17
12/10	Ctli Avnturer	Grace	LA12/21 SF12/24 Sel2/29

LA UNION

10/11	Snefeld	UFruit	Cristobal ¹ 10/18
10/22	Anchor Hitch	Grace	Cristobal ¹ 11/2
10/27	Marna	UFruit	Cristobal ¹ 11/3
11/3	Ctli Avnturer	Grace	Cristobal ¹ 11/12
11/14	Ctli Nomad	Grace	Cristobal ¹ 11/23
11/26	Anchor Hitch	Grace	LA12/9 SF12/12 Sel2/17
12/8	Ctli Avnturer	Grace	LA12/21 SF12/24 Sel2/29

LIMON

10/11	Copan	UFruit	NY10/21
10/17	Cape Ann	UFruit	NY10/26
10/24	Cape Asinof	UFruit	NY11/2
10/28	Levers Bend	UFruit	N011/3
10/31	Cape Cod	UFruit	NY11/9
11/7	C. Cumberland	UFruit	NY11/16
11/11	Fiador Knot	UFruit	N011/17
11/14	Cape Ann	UFruit	NY11/23
11/21	Cape Asinof	UFruit	NY11/30
11/25	Levers Bend	UFruit	N012/1
11/28	Thulin	UFruit	NY12/7

LOBITO

10/22	Afr. Glade	Farrell	NY11/22
10/31	Afr. Pilgrim	Farrell	NY11/19
11/2	Tulane	Am-W Afr	NY11/30
11/10	Del Rio	Delta	N012/4
11/12	Ferngulf	Am-W Afr	NY11/30
11/23	Hoperville	Am-W Afr	NY12/30
11/24	Afr. Grove	Farrell	NY12/24
11/25	Del Sol	Delta	N012/20
11/27	Afr. Pilot	Farrell	NY12/16

LOURENCO MARQUES

10/16	Charlotte	Lykes	Gulf
10/26	Leslie	Lykes	Gulf
10/31	Sarangani	JayPac	LA12/30 SF1/4 Pol1/12 Sel1/16 Val1/18
11/4	Louise	Lykes	Gulf
11/4	Eugene	Lykes	Gulf
11/27	Charles	Lykes	Gulf
12/2	Lombok	JayPac	LA1/31 SF2/4 Pol2/12 Sel2/16 Val2/18
12/8	Mayo	Lykes	Gulf
1/6	Bintang	JayPac	LA3/2 SF3/7 Pol3/14 Sel3/18 Val3/21

LUANDA

10/21	Afr. Glade	Farrell	NY11/22
10/27	Tulane	Am-W Afr	NY11/30
10/28	Afr. Pilgrim	Farrell	NY11/19
11/2	Del Rio	Delta	N012/4
11/6	Ferngulf	Am-W Afr	NY11/30
11/19	Hoperville	Am-W Afr	NY12/30

OCTOBER, 1952

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AGENTS: New Orleans: Texas Transport & Terminal Co., Inc.

Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Maddock & Co.

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Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

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PACIFIC WEST INDIES - PUERTO RICO
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

SAILS	SHIP	LINE	DUE
11/21	Afr Grove	Farrell	NY12/24
11/21	Del Sol	Delta	NO12/20
11/24	Afr Pilot	Farrell	NY12/16

MATADI

10/11	Del Oro	Delta	NO11/7
10/16	Afr Glade	Farrell	NY11/22
10/25	Tulane	Am-W Afr	NY11/30
10/27	Del Rio	Delta	NO12/4
11/4	Ferngulf	Am-W Afr	NY11/30
11/17	Hopeville	Am-W Afr	NY12/30
11/18	Afr Grove	Farrell	NY12/24
11/19	Del Sol	Delta	NO12/20
11/21	Afr Pilot	Farrell	NY12/16

MOMBASA

10/17	Afr Rainbow	Farrell	NY11/30
10/18	Tuxford	Robin	NY12/8
11/1	Charlotte	Lykes	Gulf
11/14	Afr Moon	Farrell	NY12/26
11/15	Leslie	Lykes	Gulf
12/8	Louise	Lykes	Gulf

MARACAIBO

10/13	La Heve	Independence	LA11/9 SF11/12 Poll/16 Sell/18 Vall/20
10/16	Gunnery Knot	Grace	LA11/16 SF11/19 Sell/24
11/8	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
11/20	Cstl Avnturer	Grace	LA12/21 SF12/24 Sell/29

PARAMARIBO

9/24	A vessel	Alcon	NY10/18
11/5	A Vessel	Alcon	NY11/19
12/17	A Vessel	Alcon	NY12/31

PARANAGUA

10/12	Villager	Wes-Lar	LA11/12 SF11/15 Poll/20 Sell/22 Vall/24
10/12	Mormacswan	Mormac	Ba10/30 Poll/1 Ball/3 NY11/5
10/13	Peru	Lloyd	NY11/4
10/13	Antonina	Brodin	Ba10/31 Ball/5 NY11/3 Poll/7
10/14	Hindanger	SCross	NY11/4 Ball/7 Poll/10
10/15	Bowgran	IFC	NY11/5 Poll/9 Ball/10 Ball/12 M11/17
10/17	Del Monte	Delta	NO11/10 Sell/15
10/20	Ravnanger	Wes-Lar	LA11/19 SF11/22 Poll/27 Sell/29 Vall/21
10/21	Mormacgulf	Mormac	LA11/17 SF11/20 Vall/24 Sell/26 Poll/28
10/21	Alphacca	Hol-Int	NY11/10 Ball/13 NR11/15 Ball/16 Poll/18
10/22	Mormacdale	Mormac	NY11/10 Ball/13 Poll/15 Ball/17
10/23	Haiti	Lloyd	NY11/11
10/27	Forester	PAB	LA11/22 SF11/24 Vall/29 Sell/21 Poll/24
10/28	Bowrie	IFC	NY11/17 Poll/20 Ball/21 Ball/23 M11/28
10/28	Del Alha	Delta	NO11/19 Sell/24
10/29	Vigrid	Nopal	NO11/17 Sell/20
10/31	Molda	SCross	NY11/8 Ball/21 Poll/23 Ball/24
11/3	Venezuela	Lloyd	NY11/21
11/5	Mexico	Lloyd	NO11/26 Sell/23
11/7	Grenanger	Wes-Lar	LA12/7 SF12/10
11/8	Del Mundo	Delta	NO11/30 Sell/25
11/25	Trader	PAB	LA12/22 SF12/25 Vall/31 Sell/1 Poll/5

PUERTO CABELLO

10/16	Santa Paula	Grace	NY10/22
10/23	Santa Rosa	Grace	NY10/29
10/30	Santa Paula	Grace	NY11/5
11/16	Santa Rosa	Grace	NY11/12

PUNTARENUS

10/14	Canche	Independence	LA10/27 SF10/29 Poll/2 Sell/5 Vall/6
10/16	Bresle	Independence	LA10/29 SF10/31 Poll/3 Vall/6 Sell/8
10/17	Marna	UFruit	Cristobal ¹ 11/3
10/30	Gunnery Knot	Grace	LA11/16 SF11/19 Sell/24
10/30	La Heve	Independence	LA11/9 SF11/12 Poll/16 Sell/18 Vall/20
10/30	Anchor Hitch	Grace	Cristobal ¹ 11/2
11/5	La Baule	Independence	LA11/16 SF11/19 Poll/23 Sell/25 Vall/26
11/8	Cstl Avnturer	Grace	Cristobal ¹ 11/12
11/19	Cstl Nomad	Grace	Cristobal ¹ 11/23
11/22	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
12/5	Cstl Avnturer	Grace	LA12/21 SF12/24 Sell/29

RIO de JANEIRO

10/10	Del Santos	Delta	NO10/27 Sell/11
10/12	Mormacork	Mormac	Jx10/24 Ba10/27 Pa10/29 NY10/31 Ball/3 M11/6

SAILS	SHIP	LINE	DUE
10/13	Pathfinder	PAB	LA11/1 SF11/4 Vall/10 Sell/11 Poll/14
10/14	Mormacgulf	Mormac	LA11/17 SF11/20 Vall/24 Sell/26 Poll/28
10/15	Uruguay	Mormac	NY10/27
10/15	Rio de La Plata	ArgState	NY10/27
10/16	Del Norte	Delta	NO10/30
10/16	Antonina	Brodin	Ba10/31 NY11/3 Boll/5 Poll/7
10/17	Villanger	Wes-Lar	LA11/12 SF11/15 Poll/20 Sell/22 Vall/24
10/19	Hindanger	SCross	NY11/4 Boll/7 Poll/9 Ball/10
10/19	Peru	Lloyd	NY11/4
10/24	Del Monte	Delta	NO11/10 Holl/15
10/25	Alphacca	Hol-Int	NY11/10 Boll/13 HR11/15 Ball/16 Poll/18
10/26	Ravnanger	Wes-Lar	LA11/19 SF11/22 Poll/27 Sell/29 Val2/1
10/28	Campero	Dodero	NY11/16 Boll/19 Poll/21 Ball/22 NY11/23
10/29	Evita	ArgState	NY11/10
10/29	Haiti	Lloyd	NY11/11
10/30	Del Sud	Delta	NO11/13
11/2	Vigrie	Nogai	NO11/17 Holl/20
11/2	Del Alba	Delta	NO11/19 Holl/24
11/3	Moldo	SCross	NY11/18 Boll/21 Poll/23 Ball/24
11/3	Forester	PAB	LA11/22 SF11/24 Vall/29 Sell/21 Poll/24
11/9	Venezuela	Lloyd	NY11/21
11/9	Mexico	Lloyd	NO11/26 Holl/3
11/13	Del Mundo	Delta	NO11/30 Holl/5
11/14	Grenanger	Wes-Lar	LA12/7 SF12/10 Poll/10 Poll/15 Sell/17 Val2/19
11/20	Del Mar	Delta	NO12/4
12/3	Trader	PAB	LA12/22 SF12/25 Val2/31 Sell/1 Poll/5

SAN JOSE

11/7	Gummers Knot	Grace	LA11/16 SF 11/19 Sell/24
11/30	Anchor Hitch	Grace	LA12/9 SF12/12 Sell/17
12/12	Csti Avnturer	Grace	LA12/21 SF12/24 Sell/29

SANTOS

10/10	Mormacgulf	Mormac	Ju10/24 Ba10/27 Pa10/29 NY10/31 Boll/3 M11/6
10/12	Uruguay	Mormac	NY10/27
10/13	Rio de La Plata	ArgState	NY10/27
10/15	Villanger	Wes-Lar	LA11/12 SF11/15 Poll/20 Sell/22 Vall/24
10/15	Del Norte	Delta	NO10/30
10/16	Antonina	Brodin	Ba10/31 NY11/3 Boll/5 Poll/7
10/15	Mormacswan	Mormac	Ba10/30 Poll/1 Boll/3 NY11/5
10/18	Mormacsurf	Mormac	Boll/2 NY11/4 Poll/8 Ball/10 NY11/11
10/18	Hindanger	SCross	NY11/4 Boll/7 Poll/9 Ball/10
10/18	Peru	Lloyd	NY11/4
10/19	Mormacgulf	Mormac	LA11/17 SF11/20 Vall/24 Sell/26 Poll/28
10/20	Bowgran	IFC	NY11/5 Poll/9 Ball/10 Boll/12 M11/17
10/20	Argentina	Mormac	NY11/3
10/22	Del Monte	Delta	NO11/10 Holl/15
10/23	Alphacca	Hol-Int	NY11/10 Boll/13 HR11/15 Ball/16 Poll/18
10/24	Ravnanger	Wes-Lar	LA11/19 SF11/22 Poll/27 Sell/29 Val2/1
10/25	Mormacdale	Mormac	NY11/10 Boll/13 Poll/15 Ball/17
10/26	Campero	Dodero	NY11/16 Boll/19 Poll/21 Ball/22 NY11/23
10/27	Evita	ArgState	NY11/10
10/28	Haiti	Lloyd	NY11/11
10/29	Del Sud	Delta	NO11/13
10/30	Mormacstar	Mormac	Boll/12 NY11/14 Poll/17 Ball/19
10/31	Del Alba	Delta	NO11/19 Holl/24
11/1	Bowrie	IFC	NY11/17 Poll/20 Ball/21 Boll/23 M11/28
10/31	Vigrie	Nogai	NO11/17 Holl/20
11/1	Forester	PAB	LA11/22 SF11/24 Vall/29
11/2	Moldo	SCross	NY11/18 Boll/21 Poll/23 Ball/24
11/8	Venezuela	Lloyd	NY11/21
11/8	Mexico	Lloyd	NO11/26 Holl/3
11/11	Del Mundo	Delta	NO11/30 Holl/5
11/12	Grenanger	Wes-Lar	LA12/7 SF12/10 Poll/15 Sell/17 Val2/19
11/19	Del Mar	Delta	NO12/4
12/1	Trader	PAB	LA12/22 SF12/25 Val2/31 Sell/1 Poll/5

TAMPICO

10/28	Danaholm	Swed-Am	M11/8
11/22	Tunaholm	Swed-Am	Ha12/2

VERA CRUZ

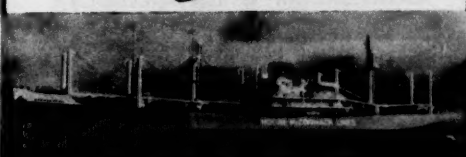
10/24	Danaholm	Swed-Am	M11/8
11/18	Tunaholm	Swed-Am	Ha12/2

VICTORIA

10/11	Arendsyk	Hol-Int	NY10/25 Ba10/29 HR10/31 Ball/1 Poll/2
10/11	Panama	Lloyd	NO10/26 Holl/1
10/11	Canada	Lloyd	NO10/26 Holl/1
10/12	Del Santos	Delta	NO10/27 Holl/1
10/26	Del Monte	Delta	NO11/10 Holl/15
10/27	Alphacca	Hol-Int	NY11/10 Boll/13 HR11/15 Ball/16 Poll/18

OCTOBER, 1952

MOORE-McCORMACK *Lines*



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Freight and Passenger
Service between East
Coast of United States
and the countries of

**BRAZIL
URUGUAY
ARGENTINA**

PACIFIC REPUBLICS LINE

Freight and Passenger
Service between West
Coast of United States
and the countries of

**BRAZIL
URUGUAY
ARGENTINA**

AMERICAN SCANTIC LINE

Freight and Passenger
Service between East
Coast of United States
and the countries of

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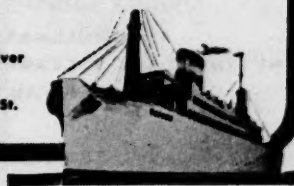
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Quality Coffees From

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MEXICO-NICARAGUA

461 Market St. San Francisco

SAILS	SHIP	LINE	DUE
11/4	Del Alba	Delta	Nov1/19 Nov1/24
11/11	Mexico	Lloyd	Nov1/26 Nov2/3
11/15	Del Mundo	Delta	Nov1/30 Nov2/5

TEA BERTHS

COLOMBO

10/10	Sally Msk	Maersk	NY11/23
10/10	Exchange	Am-Exp	Bo NY Pa Ba Nf
10/23	City Madras	El-Buck	Nov1/25 NY11/26 Pa11/29 NY12/1 Ba12/2
10/22	Utrecht	JavPac	LA12/3 SF12/8 Po12/15 Sa12/18 Va12/20
10/28	Exminster	Am-Exp	Bo NY Pa Ba Nf
11/9	City Calcutta	El-Buck	Nov12/12 NY12/13 Pa12/17 NY12/19 Ba12/20
11/9	Exford	Am-Exp	Bo NY Pa Ba Nf
11/10	Oluf Msk	Maersk	NY12/22
11/13	Surangan	JavPac	LA12/30 SF1/4 Po1/12 Se1/16 Va1/18
11/22	Lauak	JavPac	LA1/2 SF1/7 Po1/14 Se1/17 Va1/19

CALCUTTA

10/10	Matra	Cunard	Bo NY Pa Ba Nf
10/14	Exminster	Am-Exp	Bo NY Pa Ba Nf
10/23	City Madras	El-Buck	Nov1/25 NY11/26 Pa11/29 NY12/1 Ba2/3
11/5	Exford	Bo NY Pa Ba Nf	
11/8	Silverspray	JavPac	SF12/11 LA12/16 Po1/2 Va1/6 Se1/9

HONG KONG

10/14	Pierce	Am-Pres	SF11/5 LA11/9
10/17	Anna Msk	Maersk	NY12/2
10/21	Wilson	Am-Pres	SF11/8
10/22	Marine Flier	PacFar	SF11/10 LA11/13
10/28	Mail	Pioneer	NY12/17
11/1	Taft	Am-Pres	SF11/16 LA11/20
11/3	Luxa Msk	Maersk	NY12/18
11/7	Cleveland	Am-Pres	SF11/25 LA11/30
11/9	McKinley	Am-Pres	SF12/5 LA12/8
11/16	Laura Msk	Maersk	NY1/2
11/29	Madison	Am-Pres	SF12/14 LA12/14
12/3	Leise Msk	Maersk	NY1/17

KOBE

10/10	Yamashita Maru	Yamashita	SF10/29 La10/31 C11/9 NY11/15
10/13	Lake Pioneer	Pioneer	NY11/26
10/13	Philippine	PacTrans	SF10/28 La10/30
10/16	Tide	Pioneer	NY11/28
10/17	Marine Flier	PacFar	SF11/10 LA11/13
10/18	Pierce	Am-Pres	SF11/5 LA11/9
10/24	Anna Msk	Maersk	NY12/2
10/25	Wilson	Am-Pres	SF11/8
11/4	Mail	Pioneer	NY12/17
11/8	Luxa Msk	Maersk	NY12/18
11/11	Cleveland	Am-Pres	SF11/25 LA11/29
11/17	McKinley	Am-Pres	SF12/5 LA12/7
11/23	Laura Msk	Maersk	NY1/2
12/8	Wilson	Am-Pres	SF12/22
12/8	Leise Msk	Maersk	NY1/17

SHIMIZU

10/11	Nicoline Msk	Maersk	NY11/14
10/20	Pierce	Am-Pres	SF11/5 LA11/9
10/27	Anna Msk	Maersk	NY12/2
11/6	Mail	Pioneer	NY12/17
11/11	Luxa Msk	Maersk	NY12/18
11/19	McKinley	Am-Pres	SF12/5 LA12/8
12/18	Jefferson	Am-Pres	SF1/3 LA1/6
11/26	Laura Msk	Maersk	NY1/2
12/11	Leise Msk	Maersk	NY1/17
12/29	Pierce	Am-Pres	SF1/11 LA1/14

TANGA

10/20	Afr Rainbow	Farrell	NY11/30
10/29	Charlotte	Lykes	Gulf
11/11	Leslie	Lykes	Gulf
11/17	Afr Moon	Farrell	NY12/26
12/3	Louise	Lykes	Gulf
12/16	Charles	Lykes	Gulf

YOKOHAMA

10/11	Alaska Bear	PacFar	SF10/21 LA10/24
10/12	Atawa Maru	NYK	SF10/13 LA10/22 C10/29 NY10/30

SAILS	SHIP	LINE	DUE
10/13	Marine Flyer	PacFar	SF11/10 LA11/13
10/14	Sea Sergeant	PacFar	
10/15	Yamashita Maru	Yamashita	SF10/29 LA10/31 C-11/9 NY11/15
10/15	Nicoline Msk	Maersk	NY11/14
10/16	Lake	Pioneer	NY11/26
10/16	Philippine	PacTrans	SF10/28 LA10/30
10/19	Tide	Pioneer	NY11/28
10/22	Pierce	Am-Pres	SF11/5 LA11/9
10/27	Wilson	Am-Pres	SF11/8
10/31	Anna Msk	Maersk	NY12/2
11/7	Mail	Pioneer	NY12/17
11/13	Cleveland	Am-Pres	SF11/25 LA11/30
11/14	Lexa Msk	Maersk	NY12/18
11/21	McKinley	Am-Pres	SF12/5 LA12/8
11/30	Laura Msk	Maersk	NY1/2
12/10	Wilson	Am-Pres	SF12/22
12/15	Laise Msk	Maersk	NY1/17

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

² Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

25 Years of Colombia's Federation

(Continued from page 15)

Productivity of the trees has gradually increased since the growers have learned to prune them, leaving a larger surface for the beans, and using the pulp, once considered waste, as fertilizer.

Besides working for the improvement of coffee production and quality, the Federation has literally changed the map of Colombia. By building roads and airstrips and bridges, it has made production possible in areas hitherto closed. In cooperation with the government, it has brought medicine, hospitals and schools to remote sections of the country.

The Federation's revenues are not derived from membership dues but from levies on coffee exports equivalent to 24¢ a bag of 132 pounds, it has been reported. Other funds come from Federation operated warehouses and contributions of the National Coffee Defense Fund for specific purposes, such as technical and crop diversification education program.

Although members do not pay dues and membership is not compulsory among coffee growers, the Federation is the spokesman for the industry. Up to this point the association has about 100,000 registered members whose only obligation is the supplying of detailed data to the Federation, it has been stated.

Technical assistance and the public works undertaken by the organization are free to all coffee growers, however.

Coffee growing is usually a family industry in Colombia, and large farms are in the minority.

Federation spokesmen have emphasized that the organization is not interested in competing with private exporters. Prices at which Federation warehouses buy green coffee usually leave a competitive margin to exporters, it was pointed out.

In the United States, the Federation occupies itself mainly with guaranteeing the presence of enough raw Colombian coffee to keep supply equal with the demands of roasters and blenders, it was explained. The Federation in no way interferes with the normal channel of American coffee business, it was stressed.

West Germany allowed to re-export coffee

West Germany is now permitted to re-export Brazilian coffee—except to the United States and Scandinavia—the West German Economics Ministry has announced.

The re-export was worked out by the German Embassy in Brazil and the Brazilian Coffee Institute.

INSTANT COFFEE

UNDER PRIVATE LABEL

- HIGH RATED SOLUBLE
- MOST ADVANCED PROCESS

Complete low cost processing and packaging service for roasters who prefer to furnish their own green or roasted coffees.

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New! "SNAP-IN" HEATING ELEMENT

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Green Coffee

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Coffee Exporters
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JEROME GUMPERZ CO.

Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

Coffee brand loyalty

(Continued from page 13)

interesting phenomenon in view of the large number of brands on the market.

It is easy to find families which exemplify the various categories of "loyal" buyers. Families 198 and 187 stuck to one brand exclusively during the entire year, a reasonable proposition, since family 198 was buying a *de luxe* brand put up by Stop & Shop in Chicago, while family 187 was economizing by concentrating its purchases on A&P's Eight O'Clock brand. Family 148 represents the group which has a strong preference for one brand, in this case Yacht Club, but occasionally buys another brand.

Family 482 illustrates the divided loyalty pattern, although in this case three brands divided the loyalty in the first half of the year, while two brands shared the business during the latter half. For an example of the simple switch, family 441 which started the reporting period with a marked preference for Blue Brook coffee, a Jewel Tea Co. brand, shifting to a preference for Royal Jewel in September, not, however, without experimenting with Chase & Sanborn and Beechnut in the process.

The family which switches to another brand and then returns is represented by family 178, which devoted itself to I. G. A. coffee for the first six months of the year, then changed to Sunnymorn for five months and in December had returned to I. G. A. How much of this was shift in store preference and how much was shift in brand preference can be told only by a more complete study of the family's purchase behavior.

The restlessness of some families is amply demonstrated by household 629. After selecting Hixson Coffee in six out of seven consecutive purchases in January and February, seven different brands in as many purchases were bought during March and April, before settling down on Manor House for May and June. In the months of July and August it was all Chase & Sanborn, followed by a mixture of Sunnymorn, Manor House, Hills, and Hixson during September, October, and November, and then back to Manor House exclusively during December.

The old saying that it takes a lot of different people to make up a world should be the guiding principle of all people who select merchandising for a living.

Coffee Time, carbonated soda, launches grocer display drive

Coffee Time Products of America, Inc., Boston, has launched a two-color tie-in display promotion for super markets and groceries throughout New England, New York and New Jersey.

The Coffee Time display shows TV star Rudy Vallee and his bride toasting each other in goblets of Coffee Time, a bottled coffee soda, in the screen of a Du Mont Royal Sovereign television receiver.

The slogan announces, "TV Time Is Coffee Time."

Ehlers switches to Dowd, Redfield & Johnstone

Albert Ehlers Inc., Brooklyn, N. Y., has switched its account from Erwin, Wasey & Co. to Dowd, Redfield & Johnstone.

A. B. Crampton, for the past 11 years advertising manager of Stahl-Meyer Inc., meat packer, has joined the agency as head of the food and grocery division and will service the Ehlers account.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Viable Brazil	Supply—1st of Others	Month Total
1951							
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,069	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,538	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June	1,179	616	605	1,221	808	405	1,213
July	1,300	756	756	1,512	754	406	1,160
August	1,130	645	458	1,103	659	352	1,011
September	1,772	974	514	1,488	1,021	366	1,387

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

From the long term point of view, the coffee outlook for the United States and the rest of the world may be deeply affected by agricultural developments within Brazil itself.

Some attention has been devoted to them in the past, but this corner feels their importance so far is much greater than the notice they have received.

Within Brazil, the center of gravity of coffee production has been shifting. The trend is from Sao Paulo and other older sections to Parana, especially, among the newer regions.

This fact has been noted before. But the full significance of the development has not been marked out. That significance becomes clear when we look at figures released recently by the statistical service of production in Brazil's Ministry of Agriculture.

In area devoted to coffee production, Sao Paulo continued to lead. In that state 1,409,159 hectares were devoted to coffee in 1951, while 576,965 hectares are devoted to it in Minas Gerais, 269,371 in Parana, and 243,734 in Esperito Santo.

A comparison with earlier years will show that the gap between the coffee area in Sao Paulo and in the newer coffee states has been narrowing. *But it has been decreasing at*

a much slower rate than the gap in coffee production in these areas.

The reason for this discrepancy is simple. The yield in the newer coffee regions is higher than in Sao Paulo. How much higher is made shockingly clear by Ministry of Agriculture figures.

Among the four leading coffee states, in area, Parana had the best yield per hectare—791 kilos. Minas Gerais had the tenth best yield—390 kilos. And Sao Paulo was eleventh, with a yield of 364 kilos per hectare.

Do a little arithmetic with these comparative yields. Sao Paulo's is less than half the yield obtained in Parana. This spread makes itself felt, of course, in the matter of costs. If coffee should run into stormy weather in the future, the area least able to withstand a softening in prices would be Sao Paulo, the largest total producer.

Nor is there any evidence that this condition will change. Sao Paulo's poor returns per hectare are the result of taking more out of the soil than is returned as fertilizer.

Efforts are underway to remedy this shortsightedness, but not yet on a scale to achieve a decisive change.

In fact, the very faults which brought Sao Paulo to this condition now seem to be followed in Parana. In what may now seem distant years, the results are sure to be the same.

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Editorials

Family size tea bags

Interest is being expressed in some quarters of the tea industry about the possibilities of an oversize tea bag—by today's standards—for use in the home.

This family-size tea bag, we are informed, should be a one-half ounce unit for the brewing of a quart of tea, to be in line with Tea Association recommendations.

In the Midwest at least one packer is already putting the family-size tea bag to market tests. The proportion, however, is reported to be less than the one-half ounce to one quart basis.

It is regrettable that initial efforts on a new idea, such as this, should be clouded by packing in weights below recommended proportions.

There are sure to be other problems, too, relating to saturation, paper behavior and strength, etc. It may even turn out that the idea finds no response among consumers, though we doubt it.

Still, the very fact that the family-size tea bag came up is good. It means the industry is continuing to apply a keen and flexible mind to possibilities for expanding the tea market.

Probably the best example of such industry initiative is the two-for-one formula developed by the Tea Association's Brewing Committee and promoted to public feeding outlets by a combined effort ranging from packer salesmen to producers, all united in "partnership marketing" around the common objective of increasing the market for tea.

We have a notion the housewife will like the family-size tea bag. When she makes bulk tea now, using tea bags, she finds herself draping a surprisingly large number of bags into the pot. It is a little messy.

Moreover, to anyone who has ever observed a housewife trying to cope with a batch of dangling tea bags, the thought comes naturally: Why so many separate tea bags? Why not one large one?

Of course, there is another aspect, perhaps the most important of all. Make it easy for the housewife to brew tea in larger quantities, to have the beverage continuously on hand, and the family will drink more tea.

Along with the rest of the industry, we'll be watching the family-size tea bag with keen interest.

Brazil's green gold

Brazil's economic position these days is making clearer than ever before the need she has for the dollars brought by her coffee.

Yet facts are at hand to indicate a disquieting future, over a long-term period, for this green gold.

The facts are in the figures issued by the statistical service of production of Brazil's Ministry of Agriculture. Statistics along similar lines have been available before, but these are recent, for 1951, and they come with fresh impact.

The figures are simple. They give distribution, by states, of the main areas planted to coffee in Brazil, and the yields per hectare.

Although the figures are reported elsewhere in this issue—in the Crops and Countries department—they merit repeating here.

The main coffee areas were distributed as follows: Sao Paulo, 1,409,159 hectares; Minas Gerais, 576,965; Parana, 269,371; Esperito Santo, 243,734; Bahia, 62,246; Rio de Janeiro, 56,315; Pernambuco, 36,507; Goias, 25,496.

These figures, set up against those for earlier years, would probably show one outstanding fact—that there has been a drastic increase in coffee areas in the newer regions, especially Parana.

Now look at the yields per hectare, in kilos: Paraiba, 2,101; Matto Grosso, 923; Parana, 791; Goias, 752; Rio de Janeiro, 639; St. Catarina, 624; Maranhao, 461; Acre, 443; Alagoas, 440; Minas Gerais, 390; Sao Paulo, 364.

The yield in Sao Paulo, you will note, is less than half the yield in Parana.


Why the discrepancy? Sao Paulo is an older coffee growing region. Parana is newer. In Sao Paulo the soil has been drained of much of its original richness. In Parana the earth is still fresh and fertile.

Brazil's coffee growing methods take more out of the soil than is put back into it. As time passes, yield shrinks, inevitably.

There is little indication, either in Sao Paulo or in Parana, that more progressive agricultural methods are being used on a scale large enough to make a decisive change.

Such methods exist. In Colombia, which is now marking the 25th anniversary of the founding of the National Federation of Coffee Growers, reports indicate that the coffee trees are increasing in yield, rather than the reverse.

If Brazil continues her present policies, the result is sure. She will see a gradual drying up of the sources of her green gold in the decades to come.

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Packer contest ups tea sales 50%

Regional company specializing in restaurant market
boosts tea volume with competition among salesmen

By CHARLES SMITH

An increase in tea sales of 50 per cent in comparison with the volume of the year before is a record most packers would love to achieve.

Down in Jacksonville, Florida, the Bingham Coffee Co. did roll up such a record. They did it by recognizing that the key to increased sales was held by their front line forces—their salesmen.

J. W. Bingham, owner of the 19-year-old company, and Fred Martin, manager, were aware, of course, that in their area the climate was exceptional. The warm season was a long one, so much so that iced tea could be a year 'round beverage. Given this basic factor, the company's tea volume, and that of their customers, should be considerably larger. How could the firm best capitalize on this situation?

The answer worked out by Mr. Bingham and Mr. Martin was a contest—a competitive race for the salesmen.

The Bingham Coffee Co., a regional outfit, sells exclusively to the restaurant, hotel and institutional market, and in an area roughly within a hundred mile radius of Jacksonville.

In some ways the problem of a contest among salesmen was simple for the Bingham firm. Quotas could easily be set on the basis of the preceding year's volume for each salesman, since every one of them had been with the company then and had a sales record to be used as a yardstick. As a matter of fact, employment turnover seems to be no headache for Bingham Coffee. No one has left the firm for more than four years, executives indicate.

The objective of the contest was made clear and direct: 150 per cent of last year's volume. Each man was given a quota accordingly. Points were set up for prizes to be awarded after the quotas were reached.

Salesmen were given the thinking behind the contest, and in addition were armed with packages with the restaurant's name on each box and each individual tea bag, a touch which appealed strongly to the operators of the eating places. Salesmen were permitted to accept orders as low as 15,000 bags. Moreover, the contest was so planned that everyone would have a chance at the prizes up to the final week.

The prizes included a Gruen wrist watch and an Arvin table radio.

Competition proved to be stiff. Every salesman made his quota and prizes were awarded on the point basis to the top men.

REPORTS ON TEA'S SEVENTH CONVENTION IN NEXT ISSUE

The seventh annual convention of the Tea Association of the U. S. A. at Bretton Woods, N. H., is getting underway as this issue goes to press.

Full reports on decisions and discussions, as well as on social and sports activities of the members of the trade, will appear in the next issue.



Manager Fred Martin shows the prizes for which five salesmen competed on the basis of their increases in volume, percentage-wise, over their records of the previous year. Iced tea the 'year round' was the springboard for this regional packer's campaign.

One of the reasons for the company's success in the area may be J. W. Bingham's understanding of the way the restaurateur thinks and feels. Before he went into the coffee business, he operated a restaurant in Jacksonville himself.

Present tea to Olympic athletes

The world's top athletes were given an opportunity to acquire a taste for tea and to take it back home with them during the Olympic games in Helsinki.

Over 6,000 pounds were distributed by India's Central Tea Board and by the International Tea Market Expansion Board. ITMEB brought out a special Olympic brand and presented 600 pounds of it to the Olympic Committee. They also sent representatives to insure that the tea was brewed properly.

The Calcutta Board presented one pound of the best Darjeeling tea to each of some 6,000 competitors from 60 countries. The Indian minister to Scandinavia, M. J. Desai, presided at the presentation ceremony.

Quick change sign

In the word "brisk" in Lipton Tea's three-dimensional display in Grand Central Station, New York City, 52 different color changes are made at four-second intervals.

It's done with a new cold cathode tube.

Why let the iced end



"We have ice on hand every day of the year and give a glass of ice water to each of our customers. But—we also use that ice to make Iced Tea all year 'round and sell it to our customers. There's more profit per serving in Iced Tea than any other beverage we sell. Iced Tea served and promoted all year 'round is producing extra profits for our operation."

—Sylvester W. Becker, John R. Thompson Co., Washington, D. C.



Ten dollars a day! "People drink Iced beverages all year 'round, so we figured our company could make extra profits from Iced Tea by serving and promoting it all year 'round. The public has proved us 100 percent correct. We estimate that serving Iced Tea twelve months of every year has meant 10 dollars a day."

—Henry P. Jensen, Owner, Ole's Waffle Shop, Oakland, California.



Profits formerly overlooked. "We have found that in the winter, too, our customers demand and enjoy a glass of Iced Tea with their meals. We have been serving Iced Tea all year 'round for four years. Month by month, it has meant added beverage profits for our operation—profits we formerly overlooked."

—Veronica Morrissey, L. S. Ayres & Company, Indianapolis, Indiana.



"With profit margins squeezed between prices and increased costs, the 'extra added' beverage profits we've been making from serving Iced Tea all year 'round are very important to our operation. We first started to serve Iced Tea every day of the year about four years ago. Frankly, we were surprised at the good consumer response we got from the very beginning. Now we're 'picking up' the extra profits we had formerly overlooked."

L. Eugene Johnson, Blue Boar Cafeteria Co., Louisville, Kentucky.

tea season in September?

Restaurant operators report extra profits when they feature Iced Tea all year 'round

Experience has shown that when a hot-weather item becomes truly popular, a little effort can turn it into an all-year 'round seller.

Ice cream did it. And so did a certain cola drink.

Now Iced Tea is doing it, too! The restaurant operators shown here are just a few of

the many who have already started to feature Iced Tea the year around.

Since this trend is already under way and . . . since all of us stand to benefit—doesn't it make sense to push Iced Tea as an all-year beverage with your restaurant customers?

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For more information about, and sales aids for
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Tea Movement into the United States

(Figures in 1,000 pounds)

	June 1951	July 1951	Aug. 1951	Sept. 1951	Oct. 1951	Nov. 1951	Dec. 1951	YEAR 1951	Jan. 1952	Feb. 1952	Mar. 1952	April 1952	May 1952	June 1952	July 1952	Aug. 1952
Black																
Ceylon	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394	3,400	3,384	3,997	3,617	3,527	3,712	5,250	3,136
India	2,233	909	930	1,613	2,173	1,422	3,090	33,328	3,072	2,942	2,379	4,645	3,312	1,667	1,732	1,982
Formosa	284	260	187	135	208	133	193	2,587	493	293	281	171	128	...	18	19
Java	552	605	865	375	881	319	578	7,519	813	730	713	725	521	733	818	369
Africa	684	652	462	242	191	148	15	5,906	107	242	116	87	121	42	111	133
Sumatra	75	65	161	134	43	49	37	1,065	124	45	177	368	308	380	150	148
Congou	37
Misc.	205	42	55	29	29	12	4	575	35	34	58	67	13	55	27	34
Green																
Japan	193	460	720	569	384	52	144	2,906	47	5	30	37	80	105	571	694
Ping Suey	...	1	105
Misc.	23	7	51	24	5	286	6	...	2	5	10	...	11	20
Oolong																
Formosa	21	1	8	5	58	236	24	22	26	12	2	1	...	4
Canton	5	1	6	3	3	3	21	106	10	3	6	2	3	2	...	1
Sentd Cntn	1	3	3	2	2	...	2	97	5	1	4	9	10	2
Misc.	3	14	1
Mixed																
	9	1	3	1	3	1	4	84	8	3	6	4	10	8
TOTALS	6,571	5,787	6,847	5,034	6,185	3,952	6,618	84,146	8,144	7,704	7,995	9,758	8,044	6,703	8,715	6,539

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson

Cut out undesirable teas, Indian Tea Association (London) tells members

Eliminate the production of undesirable teas, the Indian Tea Association (London) recently advised its members, who have 314,265 acres in tea.

The move was urged to counter the depression in the tea markets, particularly for poor qualities.

While demand has been strong for quality and high standard tea, a considerable quantity of unattractive tea has been offered at uneconomical prices, serving as a drag on the entire market, the association indicated.

During September and October, when much poor standard tea is manufactured in North India because of climatic conditions, the association urged that these steps be put into effect:

1. The limitation of the plucking round, and the slashing and bringing back of unplucked areas.
2. The cessation of the practise in the coming cold weather of leaving areas of tea unpruned.
3. Cease plucking of 1951-52 unpruned areas.
4. Plucking to the stalk line and the elimination as far as possible of all stalky teas.
5. Greater attention to manufacture.

Launch big tea estate in Southern Rhodesia

Preliminary work on a vast new tea estate at Inyanga, Southern Rhodesia, by an overseas company has been started. Land is being cleared, roads are being built and soil tests are being made.

The estate lies between Inyangani Mountain—the highest in Southern Rhodesia—and the border of Portuguese East Africa.

The company intends to cultivate at least 1,000 acres of tea. If its plans are successful, the new estate will probably be the biggest in Southern Rhodesia.

Pakistan suspends export duty on tea for three months to boost volume

Pakistan's export duty on tea of three annas per pound has been suspended for three months, the government of that country announced last month. One anna is equal to about 1.8 cents.

The three month period ends December 11th, 1952.

During this time, no export duty at all will be levied by Pakistan on shipments of tea, it is reported by Khalid Askry, Karachi correspondent of Coffee & Tea Industries.

The measure was taken to enable Pakistani tea to compete with tea produced elsewhere, it was indicated by Prime Minister Khwaja Nazimuddin in a review of the country's progress over the past five years.

The Prime Minister said the government has also constructed sheds for tea in the Chittagong port area.

Moreover, experiments were being conducted in Hazara to find out whether tea can be grown in West Pakistan at high altitudes.

The Pakistan Tea Board has requested the Central Government not to fix a minimum price for tea. Meeting in Dacca, the board also called for an early decision of the removal of the entire export duty of three annas a pound on tea in view of a fall in the prices of tea on the Chittagong and London markets.

The board also asked the government not to grant any licenses for the import of foreign tea for blending and other purposes.

The fifth meeting of the Pakistan Tea Board, presided over by the provincial commerce minister, S. A. Salim, was attended by representatives of the tea industry, planters and the government.

The board considered the question of exporting tea to Iran and requested M. M. Ispahani to submit a note on the situation.

Tea's Junior Board

By RUSSELL W. FIELD, JR.,

This review of the contributions to tea progress by one of the most unusual groups to be found in any industry was written by Mr. Field as chairman of the Junior Board of Directors of the Tea Association of the U. S. A.

Slightly over four and one-half years ago, a group of men organized what was destined to become the Junior Board of Directors of the Tea Association of the United States of America. Despite its rather formidable full name, the Junior Board has made many accomplishments in its brief history. The background, aims and achievements of this group probably are not well known, but they should be of interest to all those associated with Tea.

The Junior Associates of the Tea Association (as the group was originally called) developed as a move by the younger men to become more active in the association and the industry, since they felt there was much at stake in keeping the product, tea, successfully moving along as merchandise. After seven young men had worked for months to organize the group, on May 12th, 1948, the Board of Directors passed a resolution instituting this Junior Board. The seven members immediately held a meeting and elected five more of their associates in the trade to enlarge the group to 12. Currently, there are 15 members.

The group elects its own secretary and chairman and has a rotating, retiring plan so that five directors retire each year, with successors elected for three-year terms. It is interesting that two of the junior directors, Hayes G. Shimp, Jr. (Hayes G. Shimp, Inc.) and Edward J. Vinnicombe, Jr. (McCormick & Co., Inc.) have been elected to the senior board. Mr. Vinnicombe is now one of the Tea Association's vice presidents.

The most important contribution to the tea industry made by this group was a complete study of methods of collection of funds to be used for advertising on a cooperative basis. Almost immediately after the group was formed, work was begun on this project. On March 15th, 1949, a resolution was presented to the Senior Board, accepted by them, and a committee appointed to assist the Junior Board in this work.

Every possible means of collecting funds for an advertising campaign was thoroughly investigated and discussed so that when serious thought was given to the development of the fund, at the time Great Britain devalued the pound in October, 1949, there was not a great deal of work to be done outside of agreeing on final forms of contracts involved in a voluntary fund. The Junior Board, however, through its then chairman, Raymond B. Partridge (General Foods Corp.), continued to assist the association in the final compilation of details and statistics until the fund became a reality on February 9th, 1950. Over one and a half million dollars was collected that year and the campaign continues at approximately the same level.

A great contribution was made to the industry by another project undertaken by this group in April, 1951, to develop a set of purchase specifications for tea. These specifications, to guide state and municipal purchasing agents in determining the type of tea on which they wished bids, were the

result of nine month's work and have been circulated to procurement divisions of every state in the country. As far as we know, the State of New Jersey has already adopted these specifications and the State of Vermont and the city of Philadelphia are considering their adoption. We feel that a service to the industry and the country has been rendered by the excellent acceptance of the specifications to date. In connection with this project, a survey is under way to assist the federal government in making necessary changes in its tea regulations.

In June, 1950, the Junior Board presented a report on standard weights for tea bags throughout the industry. This project has been under consideration by the Tea Association and action may eventually be forthcoming. The basis for work in this field is that during the last war the government imposed a minimum weight of 200 tea bags to the pound through the office of the OPA. When tea was decontrolled, several packers put out a 250-count bag, and it is felt in certain quarters of the industry that different weight bags lead to confusion at the purchase level and that standardization, though difficult at the moment, would be a great step forward to increase tea consumption.

A similar project recommending standardization of package sizes was presented by the Junior Board to the Tea Association on December 11th, 1951. This report suggested that the industry limit the number of packs manufactured (e. g. ¼'s, ½'s, 16's and 48's). Arguments put forth by this committee in favor of eliminating certain packs included the fact that there currently are so many sizes of tea packages on the grocer's shelf that they tend to confuse Mrs. Consumer. Further, the report reflected the attitude that she cannot become a new tea drinker when she purchases certain size packs which tend to move very slowly, so that they never really contain fresh tea. If the Tea Association can satisfactorily incorporate suggestions made by the Junior Board into a recommendation for the industry the Junior Board feels that the results will have a tremendous effect on the Industry as an aid to increased consumption.

The Junior Board's present projects include the possible establishment of a committee or program for tea bag paper quality control and development; a tentative information committee to compile and disseminate information concerning the brewing and serving to tea at institutional and restaur-

(Continued on page 56)

The American Coffee Co., New Orleans, adopted a yellow Du Pont Cel-O-Seal band as a secondary sealer to keep the metal closures from jarring off during transportation. Company sales representatives report the colorful bands make it easier for them to get center aisle and other preferred display positions in stores.



Quality and the bush

We have a letter from Edgar Peek Philpott, a former Ceylon tea planter now residing in Canada, who takes issue with a paragraph in our August column.

We are very glad Mr. Philpott was able to send along his comments. "As a former tea planter with 20 years of experience (1925-1945) in the growing and manufacture of tea in Ceylon," says Mr. Philpott, "I would like to take issue with Robert A. Lewis regarding the penultimate paragraph in his column in the August, 1952, issue."

That paragraph read: "In a constructive way, we should register with the planters our feeling that they should concentrate on replacing tea bushes producing a poor quality leaf with better bushes."

He then goes on to comment as follows:

"The object that Mr. Lewis has in mind is to improve the quality of the made tea.

"I suggest to Mr. Lewis that in actual practical fact, the *BUSHES* have very little indeed to do with the quality of tea.

"Bushes that are ill-nurtured produce poor quality tea; conversely, bushes that are over-nurtured also produce poor quality tea, particularly when such bushes are plugged with inorganic salts.

"There are two types—or rather three types, in general use, viz:

"1. High jat bushes

"2. Low jat bushes

"3. Hybrids, being a mixture of both jats.

"The high jat ('Indian') is a large bush with large, squashy leaves. Leaf from such bushes tends to be overbold, and sucks up moisture during rainy weather, pro-

ducing poor liquors. Moreover, coolies find difficulty in plucking these bushes properly.

"The low jat ('China') is a small bush with very small leaves, difficult to pluck, running quickly to seed and liable to produce made tea of poor appearance, being red and stalky.

"Generally speaking, therefore, it is best to avoid both these extremes and to take a reasonable compromise—a hybrid, in other words—with the accent on the high jat type.

"Somebody should tell Mr. Lewis that tea of poor quality is not dependent on the bushes. Poor quality tea is due to:

"1. Wet weather

"2. Low country

"3. Careless cultivation (either too much artificial manure, of the wrong type, or too little.)

"4. Bad plucking.

"5. Careless handling in the field.

"6. Careless manufacture.

And, of course, a hundred other things. Pruning has quite a lot to do with quality. As far as Items 4 and 6 above are concerned, a full exposition of this angle would use up 50,000 words in each case.

"Somebody should tell Mr. Lewis that on an average small estate of 700 acres there are over 2,000,000 bushes. Most of these are already hybrids. Mr. Lewis would get a merry laugh in Colombo (or Calcutta) if he suggested around those parts that the 2,000,000 hybrid types be pulled out and 2,000,000 hybrid types re-planted. It takes seven years to bring a tea bush to near-maturity. You don't get a dime's worth of crop for five years and then what do you get? Tea of poor quality.

Maybe Mr. Lewis is confusing tea with rubber. The Dutch did a fine job with their budded rubber, didn't they? But that's another story."

Those are Mr. Philpott's comments, and we are grateful he took the time to set them out. It is from the give-and-take of opinion that fact and a balanced view emerge.

All that he says about quality is undoubtedly correct. But I felt I had some poetic license to refer to replacements of new tea bushes that would eventually show "better quality" than is now the case.

Mr. Philpott's suggestion that somebody should now tell me that the tea bushes themselves have very little indeed to do with the quality of tea is subject to some debate, for I have been receiving this past year articles by distinguished

(Continued on page 50)



Robert A. Lewis

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Maylor Avery Ltd.,
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VANCOUVER.

Year 'round iced tea in restaurants is new Tea Council aim

Year 'round iced tea in restaurants as an extra profit-making idea is the objective of the Tea Council's newest campaign.

Pointing out that there is more money in serving iced tea than in any other beverage except water, the Tea Council, in a leaflet just issued, urges restaurant, cafeteria and lunch counter owners and managers to increase their profits by continuing to serve the popular hot weather drink all year long.

"Why let the iced tea season end in September?" Anthony Hyde, president of the Tea Bureau, Inc., and vice chairman of the Tea Council said, discussing the iced-tea-all-year idea. "After all, people drink iced water with their meals all year, so why not iced tea?"

"Experience has shown that when a hot-weather item becomes truly popular, a little effort can turn it into an all-year 'round seller. Ice cream did it. So did a certain cola drink. Now iced tea is doing it too!"

Restaurateurs from all parts of the country who have found that serving iced tea all the year means extra profits are quoted in the leaflet.

Says L. Eugene Johnson, of Blue Board Cafeteria Co., Louisville, Ky.: "With profit margins squeezed between prices and increased costs, the 'extra added' beverage profits we've been making from serving iced tea all year 'round are very important to our operation. We first started to serve Iced Tea every day of the year about four years ago. Frankly, we were surprised at the good consumer response we got from the very beginning. Now we're 'picking up' the extra profits we had formerly overlooked."

"We have ice on hand every day of the year and give a glass of water to each of our customers. But—we also use that ice to make iced tea all year 'round and sell it to our customers," says Sylvester W. Becker, of John R. Thompson



Anthony Hyde

Co., Washington, D. C. "There's more profit per serving in iced tea than in any other beverage we sell. Iced tea served and promoted all year 'round is producing 'extra' profits for our operation."

Henry P. Jensen, owner, Ole's Waffle Shop, Oakland, Cal. says: "People drink iced beverages all year 'round, so we figured our company could make extra profits from iced tea by serving and promoting it all year 'round. The public has proved us 100 per cent correct. We estimate that serving iced tea 12 months of every year has meant ten dollars a day."

Veronica Morrissey, of L. S. Ayers & Co., Indianapolis, has also found iced tea all year a profit-making venture. She says: "We have found that in the winter, too, our customers demand and enjoy a glass of iced tea with their meals. We have been serving iced tea all year 'round for four years. Month by month, it has meant added profits for our operation—profits we formerly overlooked."

Dear Sir:

Dear Sir:

I think it might be of interest to your readers to learn of our experience in the two-ounce iced tea bag field this past summer.

During the summer of 1952 our packing of two-ounce iced tea bags accounted for 20 per cent of our total iced tea bag business, as compared to 5 per cent of our total during 1951.

During this past summer our entire iced tea bag packing showed an increase of 22 per cent over the previous summer. This no doubt was due to the hotter weather.

During 1952 we packed two-ounce iced tea bags for 16 customers as against three customers the previous summer.

Our net increase in two-ounce iced tea bag packing was 275 per cent over 1951.

We believe the two-ounce iced tea bag is here to stay and we will continue to make every effort to furnish it to the trade.

To accomplish this end, we have leased additional space at our present location and plan to install additional equipment to take care of the anticipated increase in this business.

Max Margolies

Tea Pack Co.

New York City

P.S. Heartiest congratulations on your Diamond Anniversary.

— Importers of Tea —

HAYES G. SHIMP

INCORPORATED

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Member: Tea Association of U. S. A.

Teflon aids efficiency in Hoboken tea department of Thomas J. Lipton, Inc.

A new spray-on plastic called Teflon that can be applied to machinery to prevent substances from sticking, is now being used in the Hoboken tea department of Thomas J. Lipton, Inc., with great success, according to A. J. Bennett, manager of tea packing operations, it is reported in the Lipton News. The product is said to simplify maintenance of machinery, reduces waste, and improves overall efficiency.

This plastic is a du Pont product, and is sprayed onto metal parts of carton-forming machines and heat sealers used to seal cellophane on cartons of tea bags. It is then fused on in electric ovens at 700°, and almost nothing will stick to it.

Mr. Bennett says, "Prior to the time when Teflon was used, glue would harden on rolls which transfer glue to cartons. The machines had to be shut down periodically and cleaned with wire brushes to remove surface dirt.

"Now girls merely wipe rolls with cloth. Rolls coated with this plastic resist glue build-up. We also save time in cleaning and packing since there are fewer interruptions from carton jam-ups. There is less spoilage, too."

Elsewhere in the tea department, Teflon finishes on glue pots are contemplated to help simplify cleaning. Dried out glue pots can be cleaned easily when coated with Teflon. If they are inverted, the hardened glue will fall away quite readily.

Jewel Tea hauls pallet loads over long in-plant distances on tractor trains

Jewel Tea material handling engineers recognized the fact that for highest operating efficiencies over long in-plant distances, materials should be moved on tractor-hauled trains. However, they found that because the fork trucks could economically serve as both loaders and haulers, their need for an investment in tractor equipment was unnecessary.

The company also found that their modest investment in the six small trailers paid for itself in less than four months.

As many as seven pallet loads are now hauled over the 600-foot distance between these points on each trip. The truck carries one or two pallet loads on its forks while each of the small castor-wheel trailers in the train carries a single or a double load.

A&P uses fluorescent sleeves on tea packages

A&P has been using fluorescent-colored sleeves in promoting sales of packaged teas.

The bright sleeves have been used on random packages to pep up mass displays which over a period of time may have become so familiar to shoppers that they lose some of their stopping power, according to an article on "Glow-Color Packages" in Modern Packaging.

Random use of the sleeves is as economical as it is effective, the article declares.

Since cost is an important factor in the use of daylight fluorescent colors, ingenuity as well as correct techniques in using them pay dividends.

IHW^T
E
A

Americans Like It Iced

Iced Tea, the popular American beverage, now
advertised only in the warm months, with
good promotion might easily share the year-
'round market for cold soft drinks.

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Canadian tea, coffee men examine trends at fifth annual national convention

Trends in tea and coffee production, distribution and consumption were studied at the fifth annual convention of the Tea and Coffee Association of Canada, held October 6th-8th at the Seignior Club, Quebec.

A message from Ceylon was brought to the gathering by D. F. Ewen, chairman of the Ceylon Tea Propaganda Board. Dean Prather, president of A. C. Nielsen Co. Canada, Ltd., presented findings on trends in consumer buying of tea and coffee.

Mrs. Ellen L. Fairclough, M. P., secretary-treasurer of the Canadian Wholesale Grocers Association, addressed a dinner gathering on "Women's Place in Public Life".

Coffee promotion was outlined by Charles G. Lindsay, manager of the Pan-American Coffee Bureau. The tea situation was summarized by Antony Tasker, organizing director of the International Tea Market Expansion.

Beverage problems of the restaurant operator were discussed by Stanley J. Busch, general superintendent of Murray's Restaurants, Ltd.

The growth and development of tea was reviewed by R. R. Saksena, high commissioner for India.

Leonard Akerman presented to the final session the Canadian Tea Bureau's 1953 program. J. Sidney Johnson, director of trade relations for the National Biscuit Co., spoke on "It's Time to Stop Selling". Coffee trends in the

United States were discussed by C. W. Cook, sales and advertising manager for the Maxwell House Division of the General Foods Corp. Marketing was the subject of a talk by F. A. Juno, vice president and general manager of Thrift Stores, Ltd.

A. N. Baldwin visits U. S., Canada

A. N. Baldwin, of Alex Lawrie & Co., Ltd., London, arrived in the United States last month for a visit to the tea trade in this country and Canada.

After a short stay in New York City, Mr. Baldwin went north to take in the convention of the Tea and Coffee Association of Canada. He returned to New York City and then left for a tour of Western Canada.

He will sail for home from New York City aboard the Mauretania.

His headquarters in this city are at the offices of George C. Cholwell & Co., Inc., agents of Alex Lawrie & Co.

Douglas Armitage tours U.S.

Douglas F. Armitage, of Carson Cumberbatch & Co., Ltd., Colombo, is sailing for the United Kingdom early in October after a month's visit during which he visited virtually all the major market centers in the United States, as well as Montreal and Toronto in Canada.

Mr. Armitage also took in the seventh annual convention of the Tea Association of the U.S.A., at Bretton Woods.

His headquarters in this country were at the offices of Boukouris & Co., Ltd., New York City, representatives here of Carson Cumberbatch & Co., Ltd.



Uncolored JAPAN GREEN TEA Is Back!

— ASK YOUR IMPORTER

World tea supplies topped demand by 37,000,000 pounds in 1951, according to ITC

World supplies of tea were greater than absorption by 37,000,000 pounds in 1951, according to the annual report of the International Tea Committee, London.

Total supplies were 1,212,000 pounds, and absorption took 1,175 pounds, the report indicates.

In 1950 the surplus was 60,000,000 pounds, but in 1949, 1948 and 1947 supplies trailed behind absorption.

The International Tea Committee decided that the quota for the regulation year 1952-1953 should be maintained at the same level as in the preceding year, at 135 per cent of standard exports.

These standard exports are, for India, 348,246,170 pounds; Pakistan, 34,996,746; Ceylon, 251,588,012; Indonesia, 173,597,000.

USDA says world tea production was 6% higher in 1951, while exports gained 5%

Estimated world tea production for 1951 was 6 per cent above 1950, according to a United States Department of Agriculture report. World tea exports during 1951 were 5 per cent above 1950. United States imports during the 1951 calendar year were 24 per cent below 1950.

Estimated tea production during 1951 was 1,277,000 pounds as compared with 1,208,000,000 pounds in 1950.

This does not include production in China, Indo China or U.S.S.R., for which no figures are available.

China is the largest tea producing country, but most of its production is consumed domestically and therefore has little significance in international trade.

India, the second largest producing country in 1951, produced 615,000,000 pounds, Ceylon ranked second with 324,200,000 pounds, Indonesia, third with 102,000,000 pounds and Japan fourth with 97,000,000 pounds.

Other countries which produced tea during 1951 included Iran, Malaya, Taiwan, Pakistan, Mozambique, Kenya, and Nyasaland.

Exports of tea from the major producing areas in 1951 amounted to 994,300,000 pounds as compared with 867,800,000 pounds during 1950. This increase resulted primarily from larger exports from India, Ceylon, Indonesia and Pakistan.

United States imports of tea during 1951 totaled 86,600,000 pounds, as compared with 114,600,000 pounds in 1950 and 94,900,000 in 1949. India, the most important 1951 source, supplied the United States with 32,800,000 pounds. Ceylon ranked second with 31,100,000 pounds, Indonesia, third with 9,100,000 pounds and Japan fourth with 3,400,000 pounds.

Other countries from which the United States imported tea during 1951 included Taiwan, British East Africa and Mozambique.

Stokes & Smith loses long-time employees

The Stokes and Smith Co., Philadelphia, subsidiary of the Food Machinery and Chemical Corp., gave a dinner recently at which service pins were awarded. About 250 persons were in attendance.

William R. Huguenin, plant manager, introduced John D. Grumme, chairman of the board of Food Machinery.

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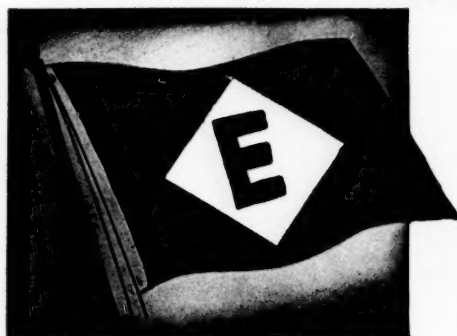
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Quality and the bush

(Continued from page 44)

tea planters and from experimental tea stations, including Dr. Harler's, indicating that this troublesome matter is being given their very best cooperation.

For example, in the Calcutta monthly, Tea Trade and Industry, F. Kingdon-Ward recently indicated that the bushes do have something to do with quality and that research work is underway based on that premise, even on the hybrids now in use.

"China tea was introduced into Assam almost a century ago," Mr. Kingdon-Ward said, "and for the last 30 or 40 years no effort or expense has been spared to eliminate it from Assam—or rather, to eliminate its influence from Assam tea—in which endeavor at least partial success has been achieved. But the breeder works to produce a varietal hybrid tea which will embrace a number of valuable qualities in different directions: for example, immunity to certain diseases such as blister blight, generous cropping, drought-resisting, with good cup quality."

Replanting may also be necessary because of age, it was recently pointed out. The pure "camellia tea" has a lifetime of 100 to 150 years. Pure types like Bohea may live that long. But the hybrids of India and Ceylon may have a much shorter life, and when the aging sets in, yield drops off. Eventually this fact will make itself felt and will have to be met with replanting.

The observer pointing out these circumstances emphasized that replanting, when it is done, would have to be based on the best, selected types of bushes.

With all of this, your columnist is fully aware—and has stated so in many an article and booklet—that the basic differences in the *flavor* of tea depend on the soil in which the bush grows, the elevation of the land, the characteristics of the climate.

Obviously, we need not make a mountain out of a molehill, for no tea man would expect acres of old tea to be torn up and destroyed.

Nevertheless, if as a member of the trade you have any thoughts on the subject, we'd be happy to hear from you and pass your comments along.

The Tea Club holds fall meeting

The Tea Club, an organization for informal get-togethers of tea people in the New York area, scheduled its second meeting for mid-September at the Antlers Restaurant on Pearl Street.

Joseph Diziki is chairman of the organization, Oliver Conway is vice chairman, William MacMelville is secretary and Dominic Vaskas is treasurer.

Membership in The Tea Club, open to anyone in the metropolitan New York area interested in tea, and is by individuals only, not by companies.

You can communicate with the club at P. O. Box 133, Wall Street Station, New York 5, N. Y.

Form Tea Traders Association of Chittagong

A new tea association has been formed in Pakistan. Buyers, brokers and sellers have set-up the Tea Traders Association of Chittagong.

The organization can be reached at the Chittagong Chamber of Commerce, Strand Road, Chittagong, East Pakistan.

Evolution of a coffee package

By MARK M. HALL, San Francisco Representative
Coffee & Tea Industries

The evolution of J. A. Folger & Co.'s can and design probably reflects most of the tendencies in modern coffee packaging and canning techniques. To a large extent tastes and trends in coffee drinking are mirrored, and it is clear that Folger's quality, mountain-grown coffee—along with the products of other quality roasters in San Francisco—have had a profound effect on the coffee habits of the nation.

San Francisco, from its early days, imported Central American coffees. It was natural. These countries were in the lane of many ships sailing into San Francisco, bringing new settlers to California.

In the East at this time Brazilian coffees of a cheaper grade were conditioning the taste of consumers. Therefore, as coffee expanded in that area, manufacturers exploited that quality.

Folger's label evolution indicates the time when Mocha and Java were popular signs of quality, but their use did not last long. "Mountain-grown" became the designation of quality.

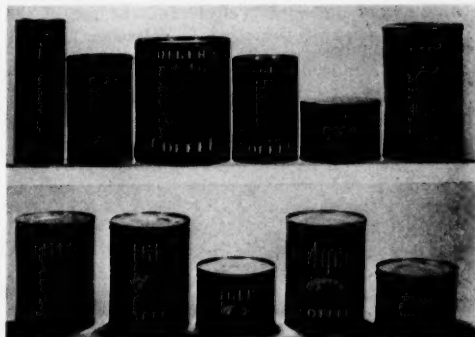
Early colors on the cans indicate an effort to use a type of yellow which simulated the color of the aged, green coffee bean. This was changed later to red, probably because certain successful competitors began to use it, and also for its display value on the grocer's shelf.

Sometimes colors assume such value in suggesting a product. Producers seem to think it necessary to use a color for purposes of identification. The evolution of the Folger color has returned somewhat to suggesting the color of the roasted bean in later designs.

The development of the lettering and relative value attached to display of the name "Folger" is interesting. At first it seemed best to display the attributes of the coffee, or its trade designation, and to leave the name as the smallest in size and least in importance. A trend set in to making the name more important and reducing the words descriptive of the coffee. This trend seems to imply that quality was now a thing which could be obtained from several leading brands in San Francisco and that more reliance must now be put on the particular brand name to influence a consumer's choice. Prominence of the name made the brand easier to identify in company advertising.

The type itself became simpler, unnecessary decorations were eliminated, and there was a tendency to place the lettering in parallel lines, fitting into the modern concept of streamlining. Following the trend to feature the name Folger's was the tendency to subordinate pictures. They were retained to help in the identification of the label, but on a smaller scale.

As to the can itself, various openings were introduced from time to time. There came a period when the label



The growth of the Folger package. Changes occurred in closures, sizes and shapes, as well as in labels and designs.

was changed from a printed paper wrapping to a lithograph right on the metal. Then came the vacuum pack and finally the key opener. Also, shapes and sizes of cans became standardized to the one- and two-pound packs we find today.

Originally the whole bean was sold roasted. Next came the ground roasted bean, "steel cut" as it was then called. Later the grinds were varied to fit popular methods of brewing. It became necessary to feature on the can "regular," "drip" and "fine grind."

Prior to the introduction of the can, going back to 1850, coffee was sold in bulk containers—burlap sacks and wooden drums. In 1880 a large volume of business was done in bulk, but the use of paper bags was started in the one-pound weights.

In 1890 Folger's was packed in a narrow, three-pound can about 12 inches high and four inches in diameter. It opened with a small screw lid, possibly the forerunner of the small can opening now used for such products as salt. The coffee was roasted, but not ground, although occasional attempts were made to sell it ground.

The label, lithographed on paper, read: "J. A. Folger & Co.'s Ground Epicurian Coffee," all placed on three lines. The Folger signature was the smallest in size, with "Coffee" the largest. The last two lines were arranged in a semicircle around a relatively large picture of a sailing ship coming through the Golden Gate. On the side of the can was a design of a poppy, with the words, "Mountain Grown." While the paper is now faded, the background seems to have been a deep yellow ochre color. The words "coffee" was in a very ornate design, with other fancy touches here and there on the container.

About 1900, can sizes were changed from three pounds

to one- and five-pound sizes. (The top left container in the accompanying picture is from this period.) Lettering on the face of the label became a little larger, retaining their overall relation. The words became "J. A. Folger & Co.'s Pioneer Java Coffee." The latter words, the most prominent, were in large, tall type. The picture was changed to that of a miner with pick and shovel, but was a little smaller in relation to the type. The background was yellow ochre, with the lettering black and all of it on a paper. The wrap-around top was a friction type. Smaller than the diameter of the can, it was sealed by a full turn to the right. The use of "Java" on the label indicated popular demand those days.

It should be noted that the trend toward change in the relative size of the word "Folger" and the size of the picture began here. The trend to enlarging "Folger" and minimizing the descriptive lines had not yet begun.

Dredge Top—Introduction of Red—1906

The first principal change after the turn of the century came in 1906, with the shift to the dredge top. (Second from left in top row in picture.) It was the familiar grooved top used on many cans today. Another innovation was the change to a red background with white lettering, and the return of the picture of the sailing ship going through the Golden Gate.

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The label, still printed on paper, read: "J. A. Folger & Co.'s" in small type, then "Golden Gate" in bigger type with "High Grade" small and "Mocha and Java" most prominent of all. The poppy continued as part of the design.

It is well to note that while the relative size of Folger's to the descriptive words remained about the same, the size of the picture changed. There seemed to be a feeling about for words and type sizes which would have the greatest sales appeal and make the can most readily identifiable.

The type in the label continued to grow larger and the picture of the ship smaller. (Third and fourth cans from left in top row of picture.) The same red background was used, with white lettering and paper labeling. Instead of the full firm name, a change was made to "Folger's on the first line, then "Golden Gate," followed by "Whole Roast," and in the largest type, on the bottom line, just "Coffee." "Mocha and Java" had disappeared. The poppy picture was retained.

At this time, the grinding of coffee with steel corrugated rolls was taking hold, and the designation, "Steel Cut," was placed on the can. (Fifth container from left in top row.) This label designation didn't stay on long.

The trend to strengthen the name of the manufacturer was now clearly visible. This process was to continue.

Vacuum Pack—Direct Lithographing—Feature of Folger's and the Grind—1915

In 1915 Folger's began using the vacuum pack, with a sealing lid which had to be opened with a can-opener, and slip-over cover for re-closure. The picture of the ship continued to shrink and "Folger's" became prominent. "Golden Gate" was dropped in 1925 (left, bottom row in accompanying picture), but retained as a registered trademark.

Lithographing directly onto the metal was introduced. The red background was retained, with the lettering white but shaded in black for emphasis. "Folger's" was made the most prominent type on the can for the first time. The poppy continued to be used. Sating the type of grind was begun (second from left, bottom row). The company and the label designers were clearly becoming more aware of how and where to apply emphasis.

Key Opening—Other Changes—1925-49

The next development was the key to open the can, introduced about 1925. (First and second cans from left, bottom row.) Reduction in the size of the ship picture went on. "Folger's" continued to be enlarged. The type was changed from the old block or Gothic style to the Roman (second can from left). Coffee cans were designated "regular" and "drip grind" and about 1932 "fine grind" was added. A brown band was introduced at top of label to suggest roasted coffee color. The latest Folger's label (two cans furthest right, bottom row) is by Frank Gianninoto, the noted designer. The type style was retained, but with more free-hand effect, graceful, simple and readable. The tail of the G in "Folger's" swings into a reduced picture of the ship. "Folger's" is featured prominently, with the word "coffee" smaller. The words "Mountain Grown" and the poppy design are used, elements retained from the early days. Lettering and other

(Continued on page 54)

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Vanilla in Puerto Rico

By HAMILTON M. WRIGHT, Sr.

Growing vanilla beans to produce the universally popular flavoring extract has become a small but promising industry in Puerto Rico.

Thanks must go to the U.S. Agricultural Experiment Station at Mayaguez for the development of commercial vanilla growing in Puerto Rico. The station has conducted exhaustive experiments as to the best conditions and best localities for growth, and the care required during growth.

In a recent year 6,000 pounds of vanilla beans were produced by one of Puerto Rico's cooperatives, although in 1939 the total production of the island was only 57 pounds.

There are now more than 144 vanilla growers on the Island. A vanilla curing and packing plant was erected in 1938 at Castener as part of the Puerto Rico Reconstruction Administration program.

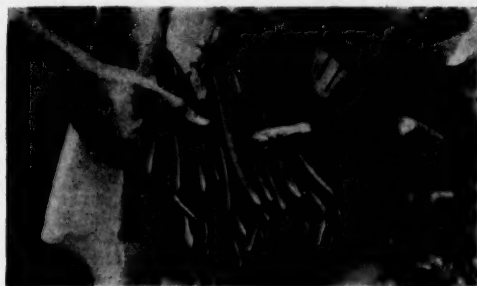
The vanilla plant is a typical climbing orchid and is closely related to the plant that bears the costly flowers. It can grow to the tops of tall trees. It has been seen reaching the tops of trees 50 to 70 feet tall in Puerto Rico. But this great growth does not provide beans, and the best results are obtained when the vine reaches a height of four to six feet in partial shade and grows from a rich, moist mulch. Dwarf bucare trees are grown for support and shade.

Back to Cortez

The vanilla plant was first found by Cortez, the warrior-explorer, and his followers in the sixteenth century. They introduced its fruit into Europe, Spain and France, where it became popular. It came to be widely cultivated on the big island of Madagascar, which produces more than one-half the annual crop and, generally speaking, governs the price. But when World War I broke out in 1914, commerce was disturbed, the price of the genuine product rose steeply and synthetic vanillin was produced in the United States.

The lowest price recorded for vanilla on the U.S. market was \$1.90 a pound in 1930 and the highest price was \$14.00 a pound in 1941. The average price for vanilla over a 45-year period was slightly more than \$2.00 a pound. But the experiment station does not recommend that the grower concentrate on vanilla in expectation of a high price. A diversified farm rather than one restricted to one or two crops is usually better business, they say.

In one season a single grower, S. W. Marvin, sold 1,375 pounds of cured vanilla beans at \$10.00 a pound. How-



Vanilla beans grown at Castener. All vanilla curing in Puerto Rico is now done commercially by Mayaguez Tropical Products, at Mayaguez, Puerto Rico. Experiment station there showed the way.

ever, this good luck was followed by bad luck when a hurricane hit his place four years ago.

Experts with an ice cream manufacturers' association which has headquarters in Washington, D. C., figured that the nation consumed 330,000,000 pounds of vanilla ice cream in one year. It was by far the most popular flavor, with a percentage of 55.48 of the total ice cream consumed. Chocolate ice cream stood next, with a percentage of 10.06 of the total. Of this big volume of vanilla ice cream, about one-half was flavored with the synthetic product.

The price per pound of vanillin shortly after World War II, in December, 1945, was \$2.60 when extracted from eugenol, and \$2.35 from lignum.

In the same price quotation, when Mexican whole vanilla beans were bringing \$10.50 to \$11.00 per pound packed in tins, Puerto Rico vanilla was bringing \$7.50 to \$8.50 a pound. "It is apparent," the Federal Experiment station says, "that synthetic vanillin is a relatively low-priced product and that in some years it is possible to buy fifty pounds of vanillin for the price of one pound of the natural vanilla product."

Vanilla fragrans

There are more than fifty varieties of the vanilla plants. Of these, the most esteemed is *Vanilla fragrans*. They are found growing very widely in the tropical West Indies and Central and South America. Sometimes pure vanilla is blended with the synthetic product to instill the special aromas into the synthetic product. Extracts of this kind must be labelled "imitation vanilla" if they contain artificial coloring, or "vanilla vanillin extract," if no such coloring has been added.

**D&O sold to Fritzsche Brothers, Inc.,
National Distillers Products announces**

The National Distillers Products Corp. has announced that it has entered into a contract covering the sale of Dodge & Olcott, Inc., a wholly-owned subsidiary, to Fritzsche Brothers, Inc.

Further details will be released for publication as available, it was stated.

Schmidt joins Dammann & Smeltzer

Dammann & Smeltzer, Inc., have announced the appointment of James Schmidt as a new associate. Mr. Schmidt, who is well known throughout the industry as an established expert on the subject of vanilla beans, was formerly head of the vanilla bean department of Dodge & Olcott, Inc., and last year served as president of the Vanilla Bean Association of America.

He is a veteran of 38 years in the industry, spending much of this time in Madagascar and Mexico, and as manager of a vanilla bean curing plant in Guadeloupe, F. W. I. Mr. Schmidt assumed his new position on October 1st.

Hanger named by Robert Gair Co.

William T. May, Jr., vice president in charge of container operations for the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, announced the appointment of Roland Thomas Hanger as assistant division manager of their Bogota container division.

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Evolution of a coffee package

(Continued from page 52)

parts of the design are for the most part in parallel lines. The types of grind are indicated. The same design is used on shipping containers.

Considerations of advertising, merchandising and consumer appeal have all entered into the evolution of the Folger label. The changes were, of course, influenced by the mechanical and technological developments in coffee and in canning.

Where the coffee can design and packaging will go from here is hard to say. Certainly they have traveled a long way since the metal can came into the picture. There is no reason to assume that progress will not continue.

Crops and countries

(Continued from page 21)

which Colombia may sign compensation agreements in the future.

A novel feature of the agreement is the provision for payment both ways in dollars.

Coffee exporters noted that this is the first agreement in many years under which Great Britain will distribute Colombian coffee.

Germany has offered to purchase from Colombia \$5,500,000 worth of coffee, to be filled from the stocks of the Federacion Nacional de Cafeteros and by the exporters from the present crop, which is beginning to be harvested, it has been reported.

The harvest was a little delayed due to rains. The height of the crop was expected to be in October.

The entire harvest of Antioquia will reach approximately 800,000 70-kilo bags, it was estimated.

Colombia is seeking a closer working relationship with Fedecame, the nine-nation organization with headquarters in El Salvador.

A mission of Colombian coffee experts will arrive in El Salvador shortly to discuss a cooperative program designed to benefit all coffee-raising countries.

Marketing

(Continued from page 16)

with the same basic photo, but with the emphasis shifting to each of the products in turn.

Then will come a full page ad on coffee, each chain featuring its own brand in the magazine distributed through its outlets. More than 30 chains are cooperating, it was reported.

Although basic copy, artwork and layout is being supplied by the four main participants in the promotion, the chains are placing their coffee ads individually with the magazines and are making their own arrangements for space payment, according to Advertising Age.

The drive will also see four-color pages in the Saturday Evening Post, full pages or 1,000 line ads in 90 major newspapers, support on four coast-to-coast radio shows and on TV, plus a wide variety of material for store and local advertising.

The newspaper ads will feature the four participating brands but will identify coffee only as "your favorite brand of coffee".

Last year the Pan-American Coffee Bureau took part in the promotion. When PACB decided not to do so this year, the coffee tie-ins by private brands were worked out.

Trends in spice distribution

Part 2— Conclusion

By **LESTER W. JONES**,
Director of Purchases
McCormick & Co., Inc.



There has always been the problem of package size—whether it is better to keep the net weight uniform for all spices and let the package sizes vary, or vice versa. The merchandising advantage of presenting packages in orderly mass display dictated the answer. Thus, although the cans for ground cloves, red pepper and black pepper are all the same size, the capacity of each one differs.

The sales effect of the redesigning was startling, and the consumption of spices in individual packages increased tremendously.

Today, after much research, we learn that about four seconds is the maximum time available to a spice package on the shelf of a self-service store to catch the shopper's attention. The package must be designed not only to catch the purchaser's eye but to appeal sufficiently, so that it will be picked up and examined, bringing to light the helpful recipes and suggested uses now incorporated on many of the packages. From that point it is a short distance into the shopping cart.

Today, in the packaging field, we are entering a new era in design in which the emphasis is shifting from brand to product name. The step is considered logical, and executives in the spice industry feel that family groups of proper design are firmly established.

Through mass purchasing and mechanical operations the extremely expensive spices of long ago can now be purchased for a few cents by the housewife. Spices are automatically cleaned and filled at the rate of 300 units per minute, thereby increasing production and decreasing costs, bringing them into the reach of everyone.

Moreover with present day production and distribution, fresh and flavorful spices are brought to the housewife, as there is no necessity for distributors to carry old stock.

Thus, the housewife is securing spices from every country in the world, properly cleaned and packaged and under nationally known brand names which assure her of flavorful products. The insight of the manufacturers in the spice industry in this way affords the American public healthful diets which otherwise would be bland.

Had it not been for our forefathers, who saw the wisdom of properly handling spices, consumption would have fallen off greatly instead of increasing. Today acquiring spices is the most prosaic of achievements. The housewife merely pauses as she pushes her wheel-basket through the aisles of the supermarket, selecting a package of pepper from India or cloves from Madagascar or Zanzibar as casually as she would a package of flour from Minneapolis.

Fortunately, before World War II the spice industry saw fit to build up heavy stocks of spices and therefore, even during this long period, we were not without these flavorings and seasonings.

In 1941, 162,000,000 pounds of various spices valued at \$19,923,000, were imported into the United States. This dropped down to 31,000,000 pounds, valued at \$10,939,000, in 1943 and in 1950 there were imported 115,000,000 pounds of spices, at a figure of \$70,000,000.

With the American Spice Trade Association in the picture, with their research program, their publicity program and the ABC of Spice Cookery, it is to be expected that more spices will be used this year than in the past.

1952 mustard seed output will be 20% smaller, USDA says in forecast

Production of mustard seed this year in Montana and California is forecast at 15,530,000 pounds of clean seed, the Bureau of Agricultural Economics, United States Department of Agriculture reported recently. This is a fifth less than the 19,310,000 pounds produced in 1951 and only half of the 1941-50 average of 31,280,000 pounds.

Most of the decrease this year is in the yellow (*Brassica alba*) variety of mustard. Production of this kind is estimated at 5,730,000 pounds, compared with 9,710,000 pounds in 1951.

Production of the Oriental variety (*Brassica juncea*, the yellow seeded form of brown mustard) is expected to total 8,200,000 pounds, only slightly below the 8,300,000 pounds produced last year.

Less area planted

This year's area for harvest, estimated at 23,900 acres, is the second smallest since 1937. It is 37 per cent less than the 37,800 acres harvested last year and only one-third of the ten-year average. Abandonment of planted acreage is expected to be much less than usual, only 800 acres compared with 9,300 acres abandoned last year.

Practically the entire U. S. acreage is being grown in Montana this year. However, in this state only 23,200 acres is indicated for harvest, 35 per cent less than in 1951. Most of this decrease is due to competition from other crops, with an accompanying shift of mustard seed acreage into nearby provinces of Canada. In California, the only other state producing mustard seed this year, there were 700 acres compared with 1,000 last year.

Washington, where 1,100 acres were harvested in 1951, has no acreage for seed this year.

In Montana conditions have been excellent for mustard seed development. A record yield of 647 pounds per acre is in prospect, compared with 513 pounds last year and the average of 448 pounds.

Bazaar setting boosts sales of spices, herbs

Accustomed as we are to exporting merchandising ideas to England, this is one time we can reverse the traffic.

A Welwyn Garden City grocer in England has shown how sales of spices can be increased by putting imagination behind them. What he worked out can well be adapted by department stores and specialty food shops here, and even by supermarkets on a short term basis.

What the manager of the Welwyn Garden City grocery did was to set up a native Far Eastern bazaar in his shop. Bamboo poles, matting and other properties were used to give authenticity.

The food manager had served in India in the war years and knew his spices well. He brought in a young Indian with expert knowledge, contacted the leading spice importers and merchants, and was ready to go.

The immediate success of his bazaar has shown that even spices unusual to British palates can be sold this way. Turn-over is reported to have more than covered the expenses while a gradual but sure trade is being built up. The spices included curry powders, mango chutneys, ginger, pepper, paprika, pistachio kernels, cloves, chillies, pimento, caraway, nutmeg and betel nut. Herbs were also featured.

Test market prepared mustard in tubes

An aluminum tube containing prepared mustard, an important item, has been test marketed in the New York City area by the Grand Union Co., it was reported recently.

The mustard, sold under the trade name "Swissy," and manufactured by Zingg & Co., Berne, Switzerland has been sold at the retail price of 25 cents a tube.

ASTA sponsors Golden Era Dinner

The annual dinner for the press tendered by the American Spice Trade Association will be an old-fashioned event this year, the Golden Era Dinner.

It will take place October 21st in the Grand Ballroom of the Hotel Astor.

A good old six or seven course repast, it will run from canapes to coffee, with all the appropriate fixings.

New edition of ABC of Spice Cookery

A new edition—100,000 copies—of the ABC of Spice Cookery has been published, the American Spice Trade Association has announced.

Mustard seed imports set record

Imports of whole mustard seed for consumption during the calendar year 1951, totaling 25,372,525 pounds, were by far the largest on record since 1932. These imports compare with 16,062,784 pounds in 1950 and the 1945-49 average of 7,224,809 pounds. The previous record was in 1937 when 17,757,000 pounds were imported.

Of the total mustard seed imports in 1951, 15,828,133 came from Canada, 5,017,868 from the Netherlands, 1,263,099 from Denmark, 1,248,856 from Germany, and the remainder came from the United Kingdom, Italy, China, Japan, Yugoslavia, Australia and Sweden.

Tea's Junior Board

(Continued from page 43)

rant levels; as well as a project to develop some sort of larger scale home use of tea, as for instance, by means of a simple pot-making device, or a teapot-size tea bag.

The Junior Board makes an effort to be representative as to all elements of the tea trade, including the importer, packer and allied industries. Its continued success is predicated on the interest and representation of all the various segments of the tea trade. The Junior Board solicits your support and comments.

Europe

(Continued from page 25)

hagen. The actual date of derationing is yet to be fixed.

Hitherto all Denmark's coffee has been imported from Brazil to be paid for in dollars. Under a new arrangement, Brazil has agreed to accept other currencies than dollars.

Stocks are being increased in preparation for derationing. Prices and quality will, for the time being, remain unaltered. The present Danish ration has been about nine ounces a month.

UK ends controls on coffee prices

Britain abolished price controls over coffee.

The Ministry of Food said it "has contracts with colonial coffee planters for the supply of about half the home needs up to 1954, and that the trade is being invited to import the balance."

"The coffee trade," MOF said, "is to be given the opportunity of resuming its prewar function of bringing coffee into this country and of providing the consumer with a wider choice of blends of coffee other than has been possible under control."

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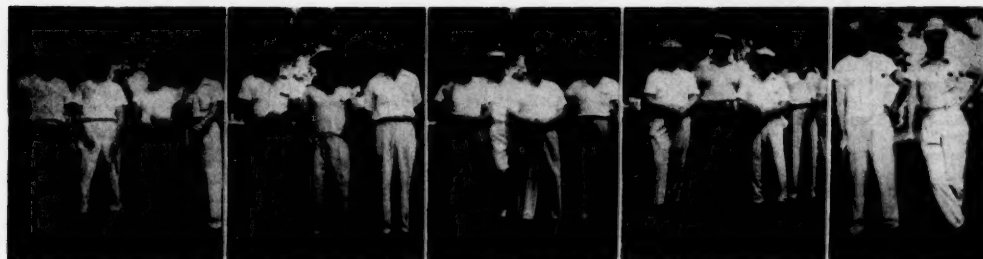


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St. Louis coffee trade at Club's sixth annual golf tournament



At the St. Louis Coffee Club's golf outing, these players were among the members of the trade in the tournament. From left: John Hawken, Don Hawken, Richard Baltz and John Homburg. In the next threesomes are Jack Hodapp, Harold Schmidt and Ed Menard.

The center foursome includes Dewey Duhart, Lloyd Regas, Robert Long and Harold Braun. In the following group are Tom Yenker, Fred Dahlen, Walter Landmann and Charles Bartcliff. The twosomes at the right are Joe Spencer and Jack Dwyer.



Holding the flag are the two men in charge of the St. Louis Coffee Club's golfing event, David J. McKay (left) golf chairman, and Don Hawken, vice chairman. Mr. McKay also took the other pictures on this page. Comprising these foursomes are (from left): James

H. Forbes, Thomas Hawken, Sr., Edward Koch, Edward Spitz, John Adzick, William Shields, Louis Lichtenstein, Gus Schmidt, Joe Frimal, Ollie Koeman, William Scruggs, William Pache, John O'Connor, James Jensen, Robert Klaus and A. F. O'Brien.

St. Louis

By LEE H. NOLTE

■ ■ The sixth annual St. Louis Coffee Club Golf Handicap Tournament was played over the course of the Norwood Hills Country Club. Tom Yenker, of the General Grocer Co., and Dewey Duhart, of the R. L. Rogers Co., were tied for first place. The play-off was held one week later, and Tom Yenker came out the winner.

A very nice crowd showed up for the tournament, 34 playing golf and about 55 on hand for dinner. As usual, there were prizes for everyone.

The committee greatly appreciates the fine cooperation of the allied trades for the many fine prizes donated.

Our next big event will be the Christmas Party on December 18th at the Sheraton Hotel. This is always a big event, because we have the ladies present, and everyone seems to look forward with a great deal of pleasure to this affair.

The next regular business meeting will be the last Monday in October, and the last business meeting of the year will be the last Monday in November. We hope to have a good attendance.

Southern California

By VICTOR J. CAIN

■ ■ Emily and Roy Farmer have announced a blessed event—the birth of a

son, Roy Edgar, weight six pounds ten ounces. Both Emily and Roy Edgar are doing fine at this reporting.

■ ■ Juan "Hans" Eversbusch, general manager of Intercambio Mercantile de Mexico, visited Los Angeles for a few days, calling on the trade.

■ ■ Ted Lingle is now busy making preparations for his forthcoming trip throughout the United States with his wife, Hazel. They intend making it a leisurely tour with no definite time for their return to Los Angeles.

■ ■ Lorrie Moseley, of Breakfast Club Coffee, Inc. announces that his wife, Lynn, had just presented him with a baby boy, Tracy Drew Moseley. This now makes Andy Moseley a grandfather for the fifth time.

■ ■ Jack Horning, associated with the Weldon H. Emigh Co., Inc., visited Los Angeles to call on the trade.

■ ■ The families of Earl Lingle and Vic Cain left Los Angeles en masse for a vacation at Balboa Beach, Calif. The combined group included seven children, ranging in ages from two to ten. Everyone enjoyed themselves to the fullest, including the mothers, Anne Lingle and Jane Cail. All came home looking forward to next year's vacation.

■ ■ An interesting item has been brought to this column's attention. Carl H. George, a sales representative of Breakfast Club Coffee, Inc., for over 23 years, originally had been with the Golden Bear Coffee Co., and prior to that time with Maxwell

House Coffee. Perhaps the best known man in his line in Southern California, he decided that he is entitled to a well earned rest and is retiring from active service. However, should it be necessary, he will be on call to lend his experience.

He was tendered a testimonial dinner at the Jonathan Club, attended by 20 or so people.

The dinner was presided over by Andrew S. Moseley, president of Breakfast Club Coffee. Included as guests were four men who had at least 20 years with Breakfast Club Coffee.

The firm presented to Carl a sterling silver lighter, as well as an engraved silver cigarette box.

Vancouver

By R. J. FRITH

■ ■ Jim Murchie, of Murchie's Teas and Coffees, saw all the countries he wanted to see when he was in Europe except the Little Green Isle. But he will take that one in on his next trip. He came back to Vancouver with memories of tea and coffee shops all over Europe, with coffee roasted almost black and selling at \$2 the pound, but no rationing of either tea or coffee except in England.

He saw little demand in England for coffee or cocoa, heard plenty about the expected abandonment of tea rationing, and thinks that everyone who retires over there must open a coffee and tea shoppe.

(Continued on page 61)

New York News

■ ■ Mark L. McMahon is back on Front Street again—at 135 Front, to be specific. He is in business on his own as a broker and a sales agent for Brazilian shippers.

Before setting up the new firm, Mr. McMahon had taken a six-week trip to Brazil to see coffee people there and to observe the situation firsthand.

Mr. McMahon left the Office of Price Stabilization on August 8th. He had been chief of the Imported Foods Section, which handled price regulations on coffee, tea, spices, cocoa, etc.

He continues, however, as a consultant to OPS, available for conferences with them on pertinent matters when necessary.

Mr. McMahon had joined OPS in January, 1951. Before that he was active with Nash & O'Brien, the green coffee brokerage house.

■ ■ Saul M. Taffae, long associated with the Leon Taffae Co., Front Street coffee importers, is taking a leave of absence for about six months. It's going to be a period of relaxation.

■ ■ Albert B. Davies, president of the Davies & Sullivan Co., coffee roasters and tea jobbers specializing in the hotel and restaurant trade, died last month at the age of 75 at his home in Sea Girt, N. J. He had been ill for about a year.

Mr. Davies founded the business, which operates in the Eastern part of the United States, at the turn of the century. He went to Brazil on a visit, became interested in coffee, and when he returned started to roast coffee for restaurants.

In 1911 he was joined by Thomas H. Sullivan, who died 15 years ago.

Carrying on the Davies & Sullivan business are Mr. Davies' widow, Mrs. Katherine R. Davies, and his son, Dick R. Davies, who are actively in charge.

The company numbers among its

customers some of the finest resort and other hotels east of the Mississippi.

■ ■ Emil A. Karl, Jr., formerly with Hard & Rand, Inc., has joined the Mincing Trading Corp. in New York City as manager of their coffee department, it has been announced by Peter Pannell, vice president of the importing firm.

With Hard & Rand for five years, Mr. Karl spent four of them traveling for that company in the eastern United States and Canada.

Before that he was with the Jewel Tea Co. for about 11 years, where he learned the coffee business under James M. O'Connor, Jewel Tea's vice president in charge of imports.

Under Mr. Karl, the coffee department of Mincing Trading will do both importing and jobbing.

■ ■ In town early this month was J. S. Garvett, president of Churchill, Inc., the Miami, Florida, roasters who have built up a solid restaurant and hotel coffee business on the basis of selling a quality product and promoting proper brewing.

Mr. Garvett, here to do some green coffee buying, reported that he had a good year in his territory.

While in New York, Mr. Garvett also attended meetings working on preparations for the coming convention of the National Coffee Association—which will be held, of course, in Mr. Garvett's home state.

At the last two Boca Raton conventions, Mr. Garvett acted as the host, welcoming the conventioners on behalf of the coffee industry of Florida.

■ ■ Victor Byrne, of Byrne, Delay & Co., has accepted the chairmanship of the coffee and tea division in the 1952 fund raising drive of the Travelers Aid Society of New York City.

Mr. Byrne will encourage industry

support for the work of Travelers Aid which last year furnished vital assistance to over 121,000 people lost, stranded and desperate in New York.

Mr. Byrne joins 117 other business leaders in helping to raise the 1952 goal of \$400,000.

■ ■ Elected recently to membership in the New York City Green Coffee Association were Walter B. Carswell, James Russell Lord, Mincing Trading Corp. and Thor Eckert & Co., Inc.

The association also accepted the resignations of Belgameric, Inc., J. J. Lorber Co. and J. D. Spencer, Ltd.

■ ■ Not that you've been worrying about it, but the slate of officers and directors nominated to head the New York City Green Coffee Association for the 1952-53 year, which was reported in this department last month, was elected at the annual meeting.

Arthur A. Anisanel therefore continues as president, Henry M. Scheffer is vice president, and Fred E. Barnard is treasurer.

■ ■ The tournament of the green coffee bowling league is rolling along. As of this writing, the team standings are as follows, in games won and lost:

Bendiks, 5 won, 1 lost; Argentine, 4, 2; Ehrhard, 4, 2; Force, 4, 2; Rivoli, 4, 2; Savarin, 4, 2; Schaeffer, 3, 3; Arbuckles, 2, 4; Hard & Rand, 2, 4; Slover, 2, 4; Aronco, 1, 5; and Cosmopolitan, 1, 5.

■ ■ The market here was kept on tenterhooks for quite a while by the possibility of a longshoremen's strike. It had a decided effect in stimulating demand for spots and nearbys as roasters, especially, tried to make sure they wouldn't be caught short.

The possibility seems to have subsided to a considerable degree, but no final agreement has yet been worked out.

The pattern of a relatively unexciting market, with no drastic turns either up or down, continues.

As has been pointed out, this kind of market seems featureless but still a substantial amount of coffee changes hands, even if in a quiet way.

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San Francisco Samplings

By MARK M. HALL

■ ■ Green men along California and Front Street report that business is better. It is the seasonal fall demand, but buying on the part of roasters is for current needs only. There is no forward selling.

This type of buying has changed the pattern somewhat. Traditionally July is a quiet month, buying would pick up in August and September would drop off. Now it runs more evenly, showing the spurt, if any, a little later. Coffee bought in September is probably roasted in January.

With prices high there is not much security in buying further ahead than necessary. Small roasters are taking affloats or spots to avoid even a four or five month's risk.

The market has been firm in Colombians and milds generally. Supplies are not too plentiful and many of the offerings are for coffee not available until December.

There is not so much shipment of coffee by private exporters in Colombia, I am informed. It is to a considerable extent by the Federation in channels of their choosing.

As for Brazil, high prices in coffee do not lend themselves so easily to controlling the market. Any off-balance of supplies would quickly affect the market. The burden of holding coffee off the market at present prices would create an unusually difficult problem. The report of the flowering of the 1952-53 crop is awaited with interest, and is expected sometime in October.

■ ■ John Beardsley, of Otis McAllister,

holds to his thesis that business has not been as dull as indicated by the market services; it only seems so. Steady buying for needs furnishes no excitement but adds up to about the same for the year.

■ ■ Jo Hooper has been pouring over his figures again and has prepared an extensive sheet showing imports from the coffee producing countries into the Pacific Coast ports. Just a part of it shows that imports of green coffee into San Francisco decreased 125,607 bags in 1951-52 over the 1951-50 period, a drop of 7.9 per cent. This is for coffee cleared only through the customs. Los Angeles, for the same period, showed an increase of 81,422 bags. If the increases by the railroads were recorded, the figures might be even more impressive. The biggest increases came from Colombia and Central America.

■ ■ A beautiful day, the Orinda Country Club, and all that goes with a fine dinner contrived to make the party tendered recently by the Grace Line to the coffee trade a very wonderful affair. Thirty-two golfers and a total of 75 guests were taken care of very nicely. All one had to do was to sign the checks Grace Line, and that settled it. D. N. Lillevand, vice president of the Grace Line with Harry A. Marsh, and Harry Thompson, were the hosts. In the shipping contingent were Captain O. Dahlgren and Fred L. Doelker, of the Johnson Line.

Prompted to make a speech against speeches D. N. Lillevand said there would be none, but Walter Granicher thought there should at least be a short "thank you" for the party. He added

that now that the Grace Line had purchased Foster and Kleiser, the billboard concern, they would probably put up brightly painted signs opposite Hills Bros., Folger's and M. J. B. presenting new coffee offerings every day. This would probably give the W. R. Grace boys a head start every morning.

Bill Lynch did not give a speech, but he dramatized some of his best stories—much better than a speech. Clarence Levy made a few remarks—but not a speech. He said (no one knows where he got the information) that Weldon H. Emigh was taking over W. R. Grace and Co., that they were having a wonderful time, and he wanted to thank the independent lines for the party. As a result, or coincidentally, Harry Thompson tried to collect \$40 from Clarence, but you can imagine how he made out.

Though the entries in the swimming contest were limited, the contestants were outstanding. The prize winners were Harry Thompson, first prize; William Burrh, second prize and Harry Marsh, third prize.

The winners of the golfing contest were as follows: V. Lynch, Low gross, 77; Weldon H. Emigh, second low gross, 88; James A. De Armond, third low gross, 83; Edward Manning, third low gross, 83. Low net, Gene Heathcote, 65; second low net, Vic Howard, 67; third low net, Malcom Teller, 69; third low net, Cedric Sheerer, 69; Edward W. Pattison, fifth low gross, 85, fifth low net, 70.

There is always a story hovering around George Thierbach, and it is almost a certainty that it has something to do with fishing. He is going to Alaska with Fred L. Doelker, of the Johnson Line—and there will go fishing. George has many fishing stories on tap, but he can always, it seems, back them up with

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Relaxing at the Grace Line party for the coffee trade are (from left) Walter Granicher, Leon Israel & Bros., Inc.; D. N. Lillevand, vice president of the Grace Line, one of the hosts at the event; Oswald L. Granicher, Ruffner, McDowell & Burch, Inc.; Captain O. Dahlgren, Johnson Line; William V. Lynch, W. R. Grace & Co.;

Wallis Riese, Spice Islands Co.; William Seely, J. A. Folger & Co.; W. S. Edgar, W. R. Grace & Co., Harry A. Marsh, Grace Line, also one of the hosts; George Thierbach, Jones-Thierbach Co.; James A. De Armond, J. A. Folger & Co.; Harry Thompson, Grace Line, another of the hosts. Event included golf tournament.

photographs. He also goes in for unlucky numbers. His birthday is Septem-13th—and his original entry into this world was on a Friday the 13th.

Speaking of birthdays and age, Leon Cavasso, Sr., went to work for the father of George Thierbach before George did. He may have even given George his job. Leon started his coffee career in 1904 and is still in the same spot, going strong and happy at 71.

■ Ernest A. Kahl, who has been some years with the Joseph G. Hooper, Jr., Co., is taking the place of John L. Castleman at Ruffner, McDowell & Burch. The latter is going north to work for National Grocers of Seattle as coffee buyer.

■ John E. Duff, of Leon Israel and Bros., left for Europe last month with his son John, Mrs. Duff and their daughter. They traveled on the steamer United States.

■ Clarence Hennessey, manager of the Santos office of Naumann, Gepp and Co., was vacationing in San Francisco with his wife and family last month. Weldon H. Emigh, who represents his company, lent a hand for any visiting Mr. Hennessey did with the trade.

■ Now for the travel bureau news. There seems to be the usual amount of it. J.B.S. Johnson, Jr., of Otis McAllister, is on a trip to Brazil visiting Rio and Santos and returning by way of Central America.

Ed Johnson, Sr., has been in New York, stopping off in the Middle West to talk business.

Jack Hornung, of the Weldon H. Emigh Co., Inc., and Clarence Levy, of J. Aron & Co., Inc., have been calling on the trade in Los Angeles. Harold King, of the latter company, made a trip on business and pleasure into the Northwest. Accompanying Harold was Teodoro Lassally, of San Salvador, a grower and shipper. Mr. Lassally reports that El Salvador has had plenty of rain and that they expect a good crop.

The Northern and Southern California sections of the American Spice Trade Association held a joint meeting at Santa Maria Inn. Common problems of the spice industry were discussed, with time off for golf, swimming and perhaps a game of poker. In all the spicy talk, pepper came for its full share, as the

market of late has been active and strong.

■ The annual Pope & Talbot and Pacific-Argentine-Brazil Line cocktail and dinner party was held at the Hotel Bellevue. After the dinner the guests attended the musical review, Jolly Anna, at the Curran Theatre. A total of 130 people, 65 couples, enjoyed the evening. Charles L. Wheeler, vice president of the company, gave a brief address of welcome. Other members of the company who acted as hosts were John A. Stein, traffic manager, and George Moran, traffic agent. Walter Granicher, of Leon Israel, made a few remarks of appreciation in behalf of the coffee trade.

■ The San Francisco golfers opened up their fall season with a contest and dinner at the Peninsula Country Club. Jack Hornung was chairman of the day, and he provided moving pictures of football players and games, in addition to the fun the boys generated themselves.

■ One of the outstanding social events of the Western States Tea Association is the annual picnic. The spot this year was Huddart Park, Woodside. The caterer, a tradition with the group, insured the finest of steaks and liquid refreshments were there in plenty. The horseshoe game furnished the usual outlet for the boys, and a bingo game included everyone, which means children and grandchildren. Notable guests were Bill Neuschafer, who went to Germany and brought back his bride, Wilhelmina, to attend the party. Don Rodrigue, who married Dolores, daughter of Jim Mahoney of the San Francisco Warehouse, appeared this year with three in the family; last year there were two. Ed Spillane brought one of his saddle horses as a guest. Miller Riddle, of Lipton's had every brand of lipstick on the market imprinted on his face. His wife understood. In all, the fun was pretty well shared by all present.

■ Eugene F. Hoffman has been promoted to the vice presidency of the American President Lines. He is in charge of public relations and advertising for the company.

■ Robert H. Wylie, San Francisco port manager attended the recent Port and Harbor Association meeting at Kobe, Japan.

■ Norm Johnson, of E. A. Johnson & Co., visited Los Angeles to call on the trade.

Vancouver

(Continued from page 57)

■ The W. H. Malkin Co., Ltd., pioneer Vancouver coffee roasters and tea blenders, has completed its newest branch. This one is at Prince George, northern British Columbia, and a distributing point for an area whose aluminum, forest products, gas and oil well developments are taking much more than a half-billion dollars in new industries. The new warehouse has been constructed of solid concrete, with an eye to expansion and the installation of some coffee and tea processing equipment, eventually.

■ Mr. and Mrs. E. A. Johnson, Jr., of E. A. Johnson & Co., San Francisco, came north with Ed Manning, of Manning's, Inc., San Francisco. The Johnsons went on to Vancouver, but Mr. Manning who has extensive business interests in Seattle, remained in the American city.

■ Weldon H. Emigh, San Francisco, who heads his own firm, was renewing old business friendships in the Vancouver coffee roasting trade recently. He noted an improvement in volume with the end of the shipping strike, looks for continued good business all along the Coast, and says that San Francisco and adjoining territories continue to be an almost insatiable market for quality coffees.

Here, there

Not that you're likely to run into the problem, but a research crew at the Central Food Technological Research Institute, Mysore, India, thinks that untinned brass is not a good vessel or filter for brewing coffee.

The research team—C. P. Natarajan, Kantharaj Urs, D. S. Bhatia and B. Anandaswamy—have been checking into the effect of metal in the brewing vessel on the quality of the coffee beverage.

The first report was on coffee prepared in plain brass pots as compared with tinned brass ones. Glass and stainless steel were used as controls.

Here are the team's recommendations:

1. Brass filters must be tinned to conserve the natural flavor of coffee. The frequency of tinning can, of course, be ascertained from experience.

2. Stainless steel filters give coffee of a

(Continued on page 63)

New Orleans Notes

By W. McKENNON

■ ■ The F. D. Wilcox Co., Inc., has completed the move to their new quarters at 322 Magazine Street. The building has been completely remodeled and re-decorated inside and out. The exterior is in the traditional manner, with brick, white-column-effect and carriage lights on either side of the doorway.

The interior is a tasteful combination of panelled blond oak and soft green. The first floor which is tiled, includes the main offices, a modern shower and the private office, which is furnished in brown leather and green freize, with large modern desks. Fluorescent lighting is used, and the offices are fully air-conditioned.

A modern cupping table is near the front windows, which are complete with venetian blinds. The sample shop, a fully equipped bath and a kitchen are on the second floor. The building opens on Magazine Street and on Board of Trade Place, directly across from the Board of Trade Building.

■ ■ David A. Kattan was recently elected president of the Export Managers' Club of New Orleans.

The Club is well known throughout the country, as well as abroad, for sponsoring the Mississippi Valley World Trade Conferences each year. In the past, the president of the Export Managers' Club of New Orleans has automatically become the general chairman of the Mississippi Valley World Trade Conference.

Mr. Kattan was born in Honduras. He received his elementary, high school,

and college education in New Orleans and graduated from Loyola University Law School in 1939. He has been actively engaged in the import and export trade, particularly in coffee, since 1941.

■ ■ The New Orleans Board of Trade held a luncheon recently on the Floor of the Exchange. Earl P. Bartlett, of the American Coffee Co., chairman of the membership committee, issued the invitations. Mayor Chep Morrison, of New Orleans, was the featured speaker. His subject: "The Future of New Orleans." W. Connell Englisbee, of Ruffner, McDowell & Burch, served as toastmaster and reported on the Board of Trade's current activities.

■ ■ Albert Hanemann, of Hanemann and Cummings, was re-elected as director on the New Orleans Public Belt Railroad Commission recently.

■ ■ J. D. Anderson, of the Southland Coffee Co., Atlanta, was a recent business visitor in New Orleans.

■ ■ W. Ferd Dahlen recently visited in New Orleans on his return from Guatemala, and made his headquarters at the offices of Hanemann and Cummings here.

■ ■ G. E. McCaskey, of the Mississippi Shipping Co., is getting acquainted with his first grandchild, Laurie Alida McCaskey.

■ ■ Phillip Duignan, a long time resident of New Orleans with an experienced background in processing and handling coffee, was recently made production and plant manager of the Ouilliber Coffee Co., Inc. Ervin Aden, well known in the trade, has joined Ouilliber as city salesman.

■ ■ John Cargill, of Cargill & Dennison, New York, recently visited New Orleans, where he made his headquarters at the offices of Hanemann and Cummings.

■ ■ Lloyd K. Cummings, head of the green coffee department of J. A. Folger and Co., Kansas City, was a business visitor in New Orleans the past month, making his headquarters at the local office.

■ ■ J. P. Marks has returned from a business trip to the interior.

■ ■ Friends and acquaintances in the trade were saddened by the recent death of Mrs. Murray Squires.

■ ■ Mr. and Mrs. Felix Vaccaro, back from their Pass Christian Isle home, Felvac, to New Orleans for the season, left for a business and pleasure trip to St. Louis, Chicago, New York and Canada.

■ ■ Bob Welker, of Otis McAllister, and Mrs. Welker are accepting congratulations on the birth of their first child.

■ ■ G. T. Gernon, of Ruffner, McDowell & Burch, has returned from a trip to Chicago where he attended the all-star football game and saw the Pirates play the Cubs. He stopped in Memphis on his return to visit Maynard Holt.

■ ■ Elmer Place, of Otis, McAllister's New York office, accompanied by Mrs. Place, visited in New Orleans. Mr. and Mrs. Place also visited Chicago on their return.

■ ■ Mr. and Mrs. Rodolfo Stahl, of Guatemala City, Guatemala, as well as Mr. and Mrs. Jack R. Aron and Mr. Jacob Aron, all of New York were in New Orleans to attend the wedding of Miss Peggy Burkenroad to Aaron Selber, Jr., of Shreveport. Miss Burkenroad is the daughter of Mr. and Mrs. W. B. Burkenroad, Jr.

■ ■ Miss Joyce Lafaye, daughter of Mr.

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and Mrs. E. A. Lafaye, has returned to Tarrytown, N. Y., to resume her studies at Marymount College.

■ ■ Ed J. Ganucheau has returned to his desk at J. Aron & Co., Inc., after spending a vacation with his family on the Gulf Coast.

■ ■ David A. Kattan, Importer, has moved his offices to 502 Natchez Street. The new quarters are air-conditioned and have been redecorated throughout.

■ ■ Brit Johnson, of Otis McAllister, San Francisco, left by plane for Brazil after a brief visit here.

■ ■ Mr. and Mrs. John S. Timlin and daughter recently returned to New Orleans after a business and pleasure trip to South America.

■ ■ Milton Ruth, president of the New Orleans Green Coffee Association, has just returned from a business trip to New York.

Chicago

By JOE ESLER

■ ■ Continental Coffee Co. is carrying posters on its fleet of trucks advertising October as National Restaurant Month. Other coffee companies plan to cooperate

with the restaurant association in their drive to make October the banner "eat out" month.

■ ■ Chester Chapman, vice president Dannemiller Coffee Co., and Fred Knauer, assistant sales manager, were on hand at the IGA convention at the Palmer House. The company had a fine exhibit also. The Woolson Spice Co.; Benj. C. Betner; Reynolds Metal Co.; Plochman & Harrison, and many others.

■ ■ Bert Mills Corp. report good demand for their coffee vending machines. They claim coffee vendors will sell three hundred and fifty million cups of coffee this year. They also report that five pounds of green coffee make one pound of powdered concentrate. They had a fine display at the Palmer House during the week of September 15th.

■ ■ The idea of coffee service is spreading among conventioners using Chicago hotels. The All State Insurance meeting at the Palmer House had coffee served by the hotel at 10:15 each morning and the Vendors had coffee and doughnuts served to all attending the morning sessions.

■ ■ Jewel Tea Co. is planning to open a new store each month starting January

1953. The expansion will be concentrated in the south and southwest.

■ ■ Jon Zitz, general sales manager for Hill-Shaw Co., has just returned from a trip along the west coast and reports business generally satisfactory.

■ ■ The following Chicagoans were inducted into the Quarter Century Club of Standard Brands Inc.: Kurt Blade, Harold L. Becker, Marcel Browner, Charles Gregor, Jerry J. Kubin, James Nommenson, Otto Sutterlin, and John E. Tatar.

Here, there

(Continued from page 61)

higher cup quality than the tinned brass filters.

3. Only tin of high purity should be used for tinning brass filters.

4. If the coffee decoction has to be stored in metallic vessels, it should be done so at, or as near as possible to, room temperature.

They suggest investigation of the merits of other metals—aluminum, monel metal, etc.

They also record that in the evaluation of coffee quality, the tests were subjective, or organoleptic. They are now trying to find ways to make the evaluation objective.

Packettes

Canco chairman retires: Stolk renamed

The retirement of C. H. Black as chairman of the board of the American Can Co., after 44 years of service with the firm, was announced recently. At the same time, W. C. Stolk, reelected as Canco's president, was designated chief executive officer.

Mr. Black joined the company as a sales trainee in 1909 following his graduation from St. Lawrence University, Canton, N. Y. He held a number of positions in the sales organization and in 1940 was elected vice president in charge of sales. He was named executive vice president three years later and became president in 1949. He served as chairman of the board from April of last year to his retirement.

Mr. Stolk has been associated with Canco since 1916. He was named vice president in charge of sales in 1944 and executive vice president in 1949. He succeeded Mr. Black as president in April, 1951.

The appointment of D. B. Craver as general manager of sales for American Can was announced by T. E. Alwyn, vice president in charge of sales.

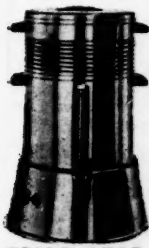
Mr. Craver, who has been associated with the firm for more than 20 years, previously had served in Chicago as manager of sales for the company's central division. His new appointment fills a vacancy created last year by Mr. Alwyn's election as vice president.

Starting with the company as a clerk in Baltimore, Mr. Craver subsequently was named district sales manager in Philadelphia and later held a similar position for the northern New Jersey area. In 1947 he was appointed a sales division manager in Chicago.

Carry fork lift loads in reverse, manuals suggest

Many instruction manuals on proper fork truck operation bring out a fact that is very often overlooked, the Lewis-Shepard Co. points out. The U. S. government training manual for fork truck operators states that all loads should be carried in reverse so that the operator has an unobstructed view.

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